

Candidate forename						Candidate surname					
Centre number						Candidate number					

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED GCE
F293
BUSINESS STUDIES
Marketing

MONDAY 24 JANUARY 2011: Afternoon
DURATION: 2 hours

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the question paper.

OCR SUPPLIED MATERIALS:

Resource booklet

OTHER MATERIALS REQUIRED:

A calculator may be used

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- The information required to answer questions 1–6 is contained within the resource booklet.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Answer ALL the questions.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 60.
- The quality of your written communication will be taken into account when marking your answer to the question labelled with an asterisk (*).

Answer ALL questions.

- 1 Fiona calculates that work on house sales generates an average contribution of £300 per sale. Stating an assumption, calculate (using the figures in lines 72–73) the ADDITIONAL total contribution she might expect for the period February to May 2011.**

Answer: _____ **[4]**

[illegible]

[6]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[6]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]



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