

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

A2 GCE

F293/01

BUSINESS STUDIES

Marketing

THURSDAY 24 JANUARY 2013: Morning

DURATION: 2 hours

plus your additional time allowance

MODIFIED ENLARGED 18pt

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

Resource Booklet

OTHER MATERIALS REQUIRED:

A calculator may be used

<p>A calculator may be used for this paper.</p>

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. HB pencil may be used for graphs and diagrams only.**
- **The information required to answer questions 1–6 is contained within the Resource Booklet.**
- **Answer ALL the questions.**
- **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).**

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.**
- **Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).**

Answer ALL the questions.

- 1 Using Table 1, calculate the percentage change in projected readership numbers for 'Life Magazine' between year 1 and year 5.**

Answer _____ [4]

2 Analyse ONE reason why Joe Kingston is right to anticipate increases in advertising revenue alongside the predicted growth in readership of 'Life Magazine'.

[illegible]

[6]

- 3 Discuss the view that Kingston Publishing Ltd's (KPL) ability to extend the life of its current magazine, 'Men's Stuff', will be critical to the long term success of the new 'Life Magazine' product. [13]**

[illegible]

[illegible]

[illegible]

[illegible]

4 Evaluate the key aspects of the marketing mix for an extension strategy for ‘Men’s Stuff’ Magazine. [13]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[6]

6* The quality of your written communication will be assessed in this question.

Considering marketing AND OTHER ISSUES, should KPL proceed with the launch of ‘Life Magazine’? Justify your view. [18]

[18]

[illegible]

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER

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