

ADVANCED GCE
BUSINESS STUDIES
Marketing

F293

Candidates answer on the Question Paper

OCR Supplied Materials:

- Resource Booklet

Other Materials Required:

- A calculator may be used

Friday 11 June 2010
Afternoon

Duration: 2 hours



Candidate Forename		Candidate Surname	
Centre Number		Candidate Number	

MODIFIED LANGUAGE

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- 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 and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- 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**.
- The quality of your written communication will be taken into account when marking your answers to questions labelled with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.



**A calculator may
be used for this
paper**

Answer **all** questions.

- Assuming that average attendance figures remain unchanged, calculate the predicted change in revenue.

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.....

2 Analyse **two** advantages to Andy's Health Club (AHC) of using price discrimination.

..... [6]

- 3*** Discuss the extent to which Andy might use market segmentation to understand the factors which influence the members of AHC when buying services from AHC.

[illegible]

- 4** At the marketing conference, Andy heard about AIDA.

Analyse how AIDA could be applied to AHC.

[6]

5* Recommend and justify a marketing strategy that Andy might use to increase sales at AHC.

[illegible]

6* Consider marketing **and other issues.**

Should Andy introduce one of the expansion ideas in Option C?

Justify your view.

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11
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