

Candidate forename						Candidate surname					
Centre number						Candidate number					

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**ADVANCED GCE**  
**F293**  
**BUSINESS STUDIES**  
**Marketing**

**FRIDAY 10 JUNE 2011: Morning**  
**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 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 Using the mark up information in lines 89–90, calculate the price charged to a customer for repair work where the labour costs are £200 and the parts costs are £300.**

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**Answer: \_\_\_\_\_ [4]**

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]



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[6]

[illegible]

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[6]

[illegible]

[illegible]

[illegible]

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[13

**Considering marketing AND OTHER ISSUES, should PCL take over WCH (the car hire business)? Justify your view.**

[illegible]



[illegible]

[illegible]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. In the bottom right corner, there is a small black rectangular box containing the number "18" in white.

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