



Wednesday 18 June 2014 – Morning

A2 GCE BUSINESS STUDIES

F293/01 Marketing

Candidates answer on the Question Paper.

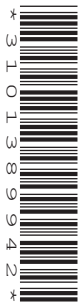
OCR supplied materials:

- Resource Booklet

Other materials required:

- A calculator may be used

Duration: 2 hours



Candidate forename		Candidate surname	
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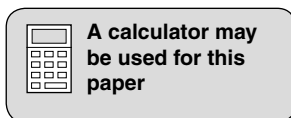
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. 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).
- Do **not** write in the bar codes.

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 the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.



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3 Using **Table 2**, calculate the price elasticity of demand for a one hour session if the price were to be reduced from £6 to £4.50. (Give your answer correct to one decimal place).

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Answer: [4]

4 Evaluate ways in which the pricing strategy at SNL may change as the skate park moves through its product life cycle (lines 35–37). [13]

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6* Considering marketing **and other issues**, should SNL diversify by opening the ‘Play Zone’ facility?
Justify your view. **[18]**

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