

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 10 June 2011
Morning

Duration: 2 hours



Candidate forename		Candidate surname	
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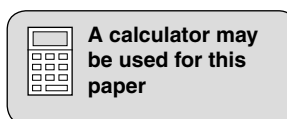
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. 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.
- 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**.
- The quality of your written communication will be taken into account when marking your answer to the question labelled with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.



2

Answer **all** questions.

- 1 Using the mark up information in line 54, 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]

- 2 Discuss appropriate pricing strategies which David might adopt to try to increase demand in the coming months.

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