

2008 Paper 11 Question 10

Business Studies

- (a) Describe *five* criteria that an investor might use to evaluate a business. Which is the most important, and why? [5 marks]
- (b) Distinguish between *marketing* and *selling*. [5 marks]
- (c) Distinguish between *quantitative* and *qualitative* market research. [5 marks]
- (d) A PC manufacturer obtains the following results from test marketing PC systems:

System including	Price ex VAT	Number sold
19 inch monitor and software bundle	£299	1000
19 inch monitor, software bundle and a printer	£399	750
22 inch monitor and software bundle	£499	400
22 inch monitor, printer but no additional software	£599	500

If the test market area represents 1% of the target population, what price point and how many sales should be expected for a system with a 22 inch monitor but with neither software nor printer? [5 marks]