

**6 (a)** Analyse **two** benefits to a business of using a Boston Matrix. [8]

**(b)** 'Packaging is the most effective promotion method for a fast-food business.'

Evaluate this view. [12]

**6 (a)** Analyse **two** benefits to a business of product portfolio analysis. [8]

**(b)** Evaluate whether branding is the most important factor in the successful promotion of a new health drink. [12]

**2 (a)** Define the term *price discrimination*. [2]

**(b)** Explain **one** disadvantage to a business of using competitive pricing. [3]

**4** Analyse **one** reason why a business may use cost-based pricing. [5]

### Section B

Answer **one** question only.

**EITHER**