4 **(a)** Using the data in Table 1.2, calculate the monthly revenue from the sales of the classic pie after the price increase.

..... [4]

(b) Evaluate the usefulness to PPP of elasticity measures when deciding on the marketing mix for the new cheese pies in export markets.

..... [12]

4 **(a)** Using the data in Table 1.4, calculate the four period centred moving average for Quarter 1 2025.

..... [4]

(b) Evaluate the usefulness of time series analysis to KTJ in making business decisions.

..... [12]

4 **(a)** **(i)** Using the data in Table 1.2, calculate the average seasonal variation for Quarter 4.

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..... [2]

(ii) Jon has calculated the trend for 2025 Quarter 4 as $21.41 million.

Using your answer to **(a)(i)**, calculate forecast sales for 2025 Quarter 4.

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..... [2]

(b) Evaluate whether time series analysis is sufficient to allow WS to make decisions to achieve its marketing objective.

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