

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]

1 (a) Define the term *market growth*. [2]

(b) Explain **one** pricing method. [3]

5 (a) Analyse **two** limitations for a business of sampling during market research. [8]

(b) Evaluate the view that new product development is the most important activity for the success of a toy manufacturer. [12]

OR