

- 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