

- 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.

[illegible]

[illegible]

- 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.

[illegible]

[12]