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]