

SECTION 4 *Questions 33-42*

Questions 33-37

Complete the table. Write **NO MORE THAN THREE WORDS** for each answer.

SPACE MANAGEMENT	
RESEARCH METHOD	INFORMATION PROVIDED
Questionnaires (33)	what customers think about (33)
(34)	how customers move around supermarket aisles
Eye movement (35)	the most eye-catching areas of the shop
Computer programs e.g. (36)	the best (37) .. for an article in the shop

Questions 38-42

Label the diagram with **NO MORE THAN THREE WORDS** for each answer

A SUPERMARKET AISLE

