

SECTION 3 Questions 24-32

Questions 24-27

Click the correct answer

- 24 Mark is going to talk briefly about
- A marketing new products.
 - B pricing strategies.
 - C managing large companies.
 - D setting sales targets.
- 25 According to Susan, air fares are lowest when they
- A include weekend travel.
 - B are booked well in advance.
 - C are non-refundable.
 - D are for business travel only.
- 26 Mark thinks revenue management is
- A interesting.
 - B complicated.
 - C time-consuming.
 - D reasonable.
- 27 The airline companies want to
- A increase profits.
 - B benefit the passenger.
 - C sell cheap seats.
 - D improve the service.

Questions 28-32

Complete the notes using **NO MORE THAN THREE WORDS** for each answer

Two reasons for the new approach to pricing are:

(28) and

(29)

In future people will be able to book airline tickets (30)

Also being marketed in this way are (31) and

(32)

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	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. Write **NO MORE THAN THREE WORDS** for each answer.

A SUPERMARKET AISLE

