

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

