

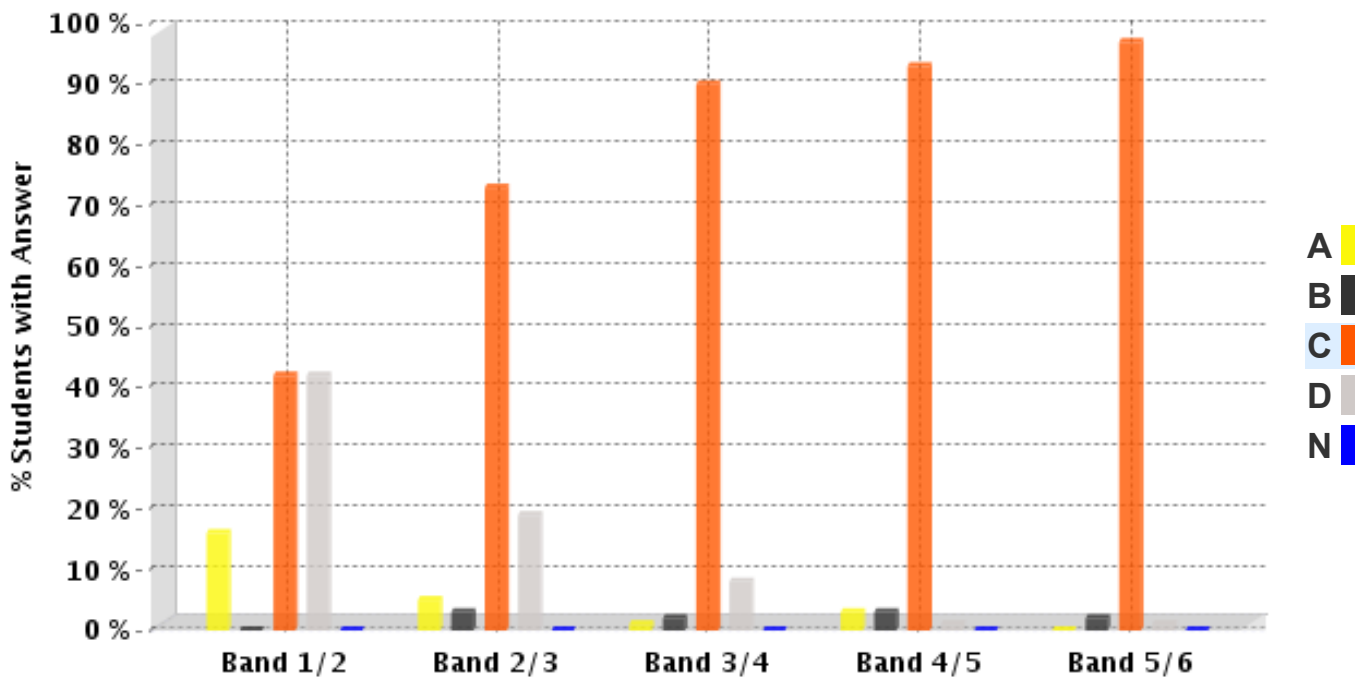
## Question 2

Lightweight, high performance backpacks for mountain climbers are designed with specific consumer needs in mind.

Which specific consumer group has been considered?

- A  Mass market
- B  Local market
- C  Target market
- D  Global market

### HSC Statistics on this Question:



	Band 1/2	Band 2/3	Band 3/4	Band 4/5	Band 5/6
<b>A</b>	16%	5%	1%	3%	0%
<b>B</b>	0%	3%	2%	3%	2%
<b>C</b>	42%	73%	90%	93%	97%
<b>D</b>	42%	19%	8%	1%	1%
<b>N</b>	0%	0%	0%	0%	0%

The table and graph show, for the groups of students whose marks in the examination corresponded to the borderline between two bands, what percentages of each group selected the responses A, B, C and D. N is used to identify: No valid response.