

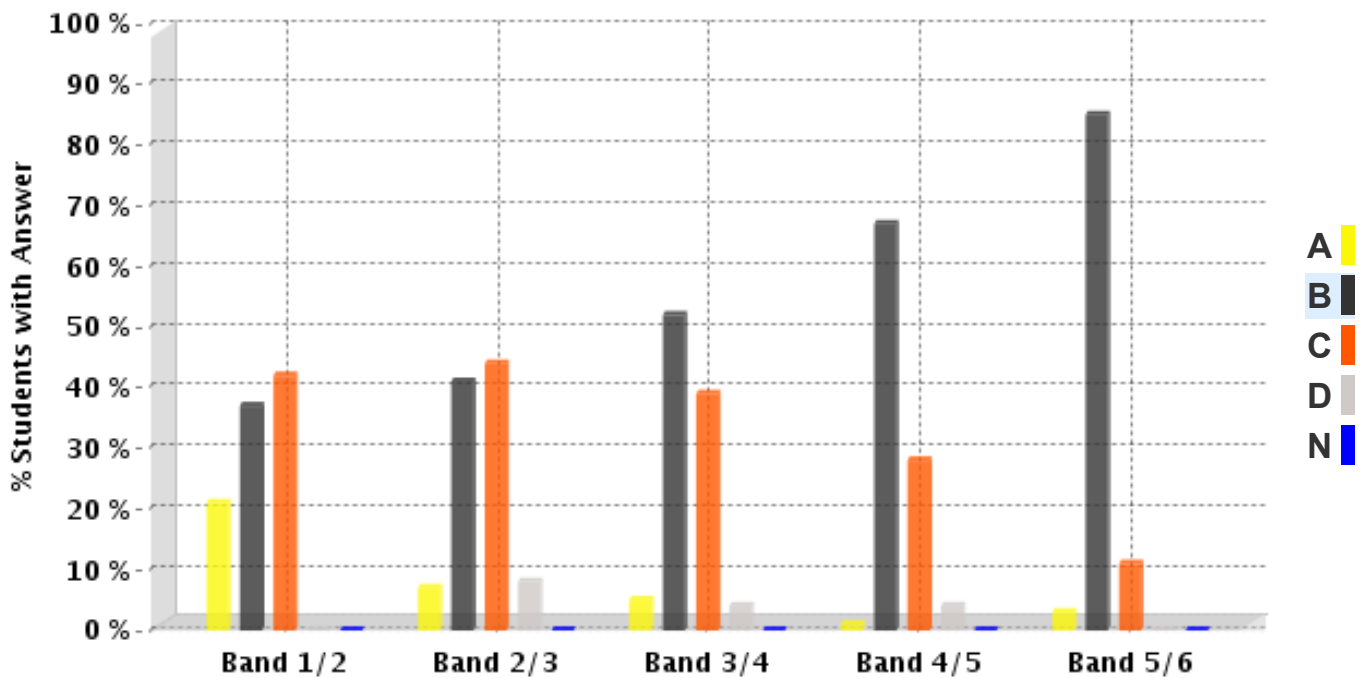
Question 7

A company producing chef uniforms wants to increase the availability of these uniforms in the marketplace.

What aspects of marketing should be used?

- A Ongoing television and radio advertising
- B Effective place and distribution channels
- C Appropriate promotion and price strategies
- D Shopping centre and letterbox leaflet distribution

HSC Statistics on this Question:



	Band 1/2	Band 2/3	Band 3/4	Band 4/5	Band 5/6
A	21%	7%	5%	1%	3%
B	37%	41%	52%	67%	85%
C	42%	44%	39%	28%	11%
D	0%	8%	4%	4%	0%
N	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.