

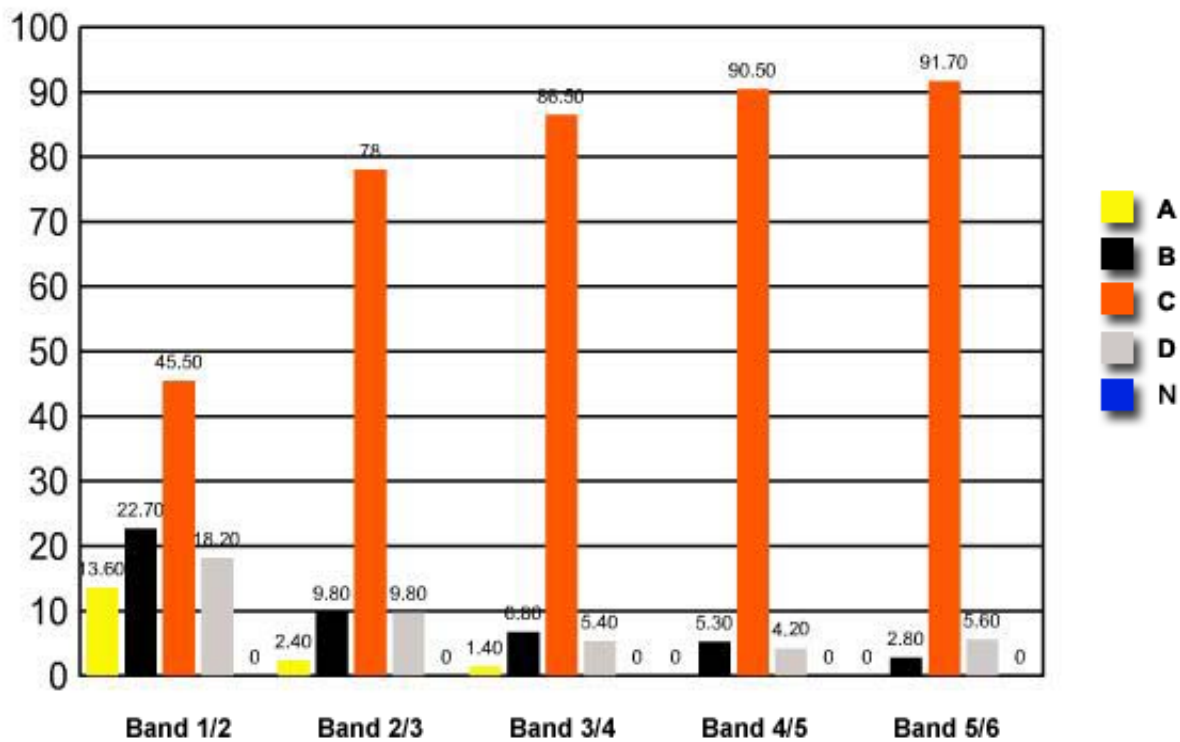
8 Which of the following are important aspects of marketing textile products?

- (A) Personnel, product planning, price structure
- (B) Price structure, promotion strategies, personnel
- ✓ (C) Product planning, price structure, promotion strategies
- (D) Place and distribution channels, product planning, personnel

**Band 1/2   Band 2/3   Band 3/4   Band 4/5   Band 5/6**

<b>A</b>	13.60	2.40	1.40	0	0
<b>B</b>	22.70	9.80	6.80	5.30	2.80
<b>C</b>	<b>45.50</b>	<b>78</b>	<b>86.50</b>	<b>90.50</b>	<b>91.70</b>
<b>D</b>	18.20	9.80	5.40	4.20	5.60
<b>N</b>	0	0	0	0	0

Question 8 : % answers correct by band range



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.