2 NSL is a business based in country X. It manufactures food products including bread and breakfast cereals. NSL uses lean production in its factory. Maintaining quality is important. NSL imports 15% of its raw materials. Changes in country X's exchange rate can affect businesses which import raw materials. NSL's Marketing Manager knows the business should respond to changes in consumer spending patterns. She is aware that market research can be used to help make business decisions.

(a) Identify **one** way each of the following changes in country X's exchange rate might affect businesses which import raw materials.

Depreciation: .....

.....

Appreciation: .....

..... [2]

(b) Identify **two** reasons why consumer spending patterns might change.

Reason 1: .....

.....

Reason 2: .....

..... [2]

(c) Outline **two** reasons why maintaining quality is important for NSL.

Reason 1: .....

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Reason 2: .....

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..... [4]

(d) Explain **two** benefits to NSL of using lean production.

Benefit 1: .....

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Explanation: .....

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Benefit 2: .....

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Explanation: .....

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..... [6]

(e) Explain **two** methods of market research a business could use to help make business decisions. Which is likely to be the best method for a manufacturing business to use? Justify your answer.

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..... [6]