1 NFC manufactures shoes using batch production. Quality assurance is used to maintain quality. NFC uses market segmentation. The Marketing Director is reviewing NFC's product range. He knows there are both benefits and limitations to developing new products. He also knows the promotion of products is important.

(a) Define 'batch production'.

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..... [2]

(b) Identify **two** aims of promotion.

Aim 1: .....

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Aim 2: .....

..... [2]

(c) Outline **one** advantage and **one** disadvantage to NFC of using quality assurance.

Advantage: .....

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Disadvantage: .....

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..... [4]

(d) Explain **two** benefits to NFC of using market segmentation.

Benefit 1: .....

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Explanation: .....

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Benefit 2: .....

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Explanation: .....

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..... [6]

(e) Do you think the benefits for a business of developing new products are greater than the limitations? Justify your answer.

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