

3 (a) Explain **four** ways market research information can help a business.

Way 1:
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Way 2:
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Way 3:
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Way 4:
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[8]

(b) Consider the following **two** ways TSE could purchase the raw materials for its factories. Which way should TSE use? Justify your answer.

- Head office in country P continues to purchase the raw materials for all TSE factories
- TSE's factory managers in each country purchase raw materials locally

Head office in country P continues to purchase the raw materials for all TSE factories:
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TSE's factory managers in each country purchase raw materials locally:
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Recommendation:
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[12]