

1 (a) Explain **four** reasons why a business might remain small.

Reason 1: .....  
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Reason 2: .....  
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Reason 3: .....  
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Reason 4: .....  
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[8]

(b) Consider the following **three** roles of packaging for CC's products. Which role is most important for CC? Justify your answer.

- Protecting the product
- Promoting the brand image
- Providing information about the product

Protecting the product: .....  
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Promoting the brand image: .....  
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Providing information about the product: .....  
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Conclusion: .....  
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[12]