4 **(a)** Explain **two** reasons why CC might need finance.

Reason 1: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

Reason 2: .....

.....

Explanation: .....

.....

.....

.....

.....

..... [8]

(b) Consider the following **three** pricing methods CC could use for its existing products. Which pricing method should CC use? Justify your answer.

- Cost-plus
- Promotional
- Competitive

Cost-plus: .....

.....

.....

.....

.....

.....

Promotional: .....

.....

.....

.....

.....

.....

Competitive: .....

.....

.....

.....

.....

.....

Recommendation: .....

.....

.....

.....

.....

..... [12]