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N10/3/BUSMT/HP1/ENG/TZ0/XX BUSINESS AND MANAGEMENT HIGHER LEVEL PAPER 1 Thursday 18 November 2010 (afternoon) INSTRUCTIONS TO CANDIDATES do not open this examination

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(b) The Imperial is a privately owned company (lines 18-19). Distinguish between privately and publicly owned companies. (c) Examine the usefulness of market segmentation and consumer profiles for The Imperial. [7 marks] 2. (a) Define the following terms: (i) Fixed costs (line 146). (ii) Strategic alliance (line 150).

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