

## Question 18

In 2011 Star Car Pty Ltd's main marketing objective was to take sales away from its competitors.

Extract from marketing report for Star Car Pty Ltd

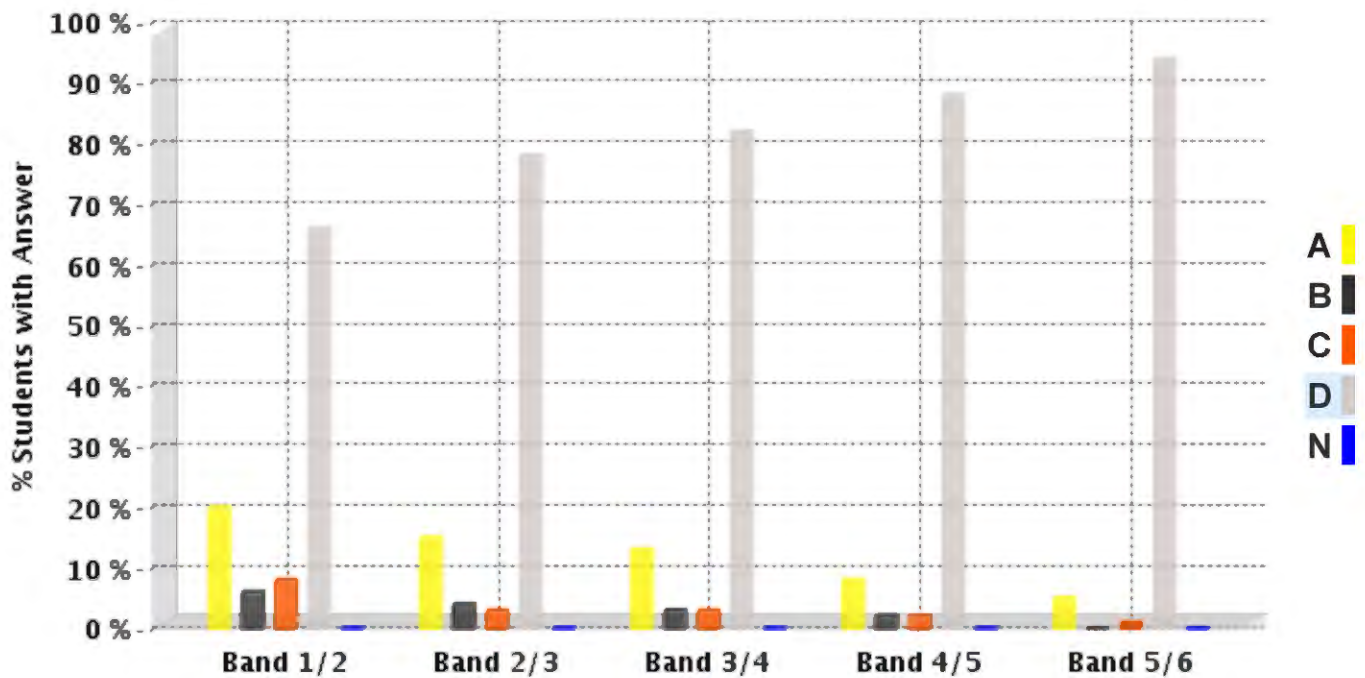
	Star Car Sales in each country (\$)		Star Car's % of the car market in each country	
	2010	2011	2010	2011
Country A	10 million	12 million	10	12
Country B	10 million	12 million	10	10
Country C	10 million	10 million	10	8
Country D	10 million	8 million	10	6

Note: The price of cars remained unchanged from 2010 to 2011.

In which country was this objective least effective?

- A  A
- B  B
- C  C
- D  D

### HSC Statistics on this Question:



	Band 1/2	Band 2/3	Band 3/4	Band 4/5	Band 5/6
A	20%	15%	13%	8%	5%
B	6%	4%	3%	2%	0%
C	8%	3%	3%	2%	1%
D	66%	78%	82%	88%	94%
N	0%	0%	0%	0%	0%

The table and graph show, for the groups of students whose marks in the examination corresponded to the borderline between two bands, what percentages of each group selected the responses A, B, C and D. N is used to identify: No valid response.