

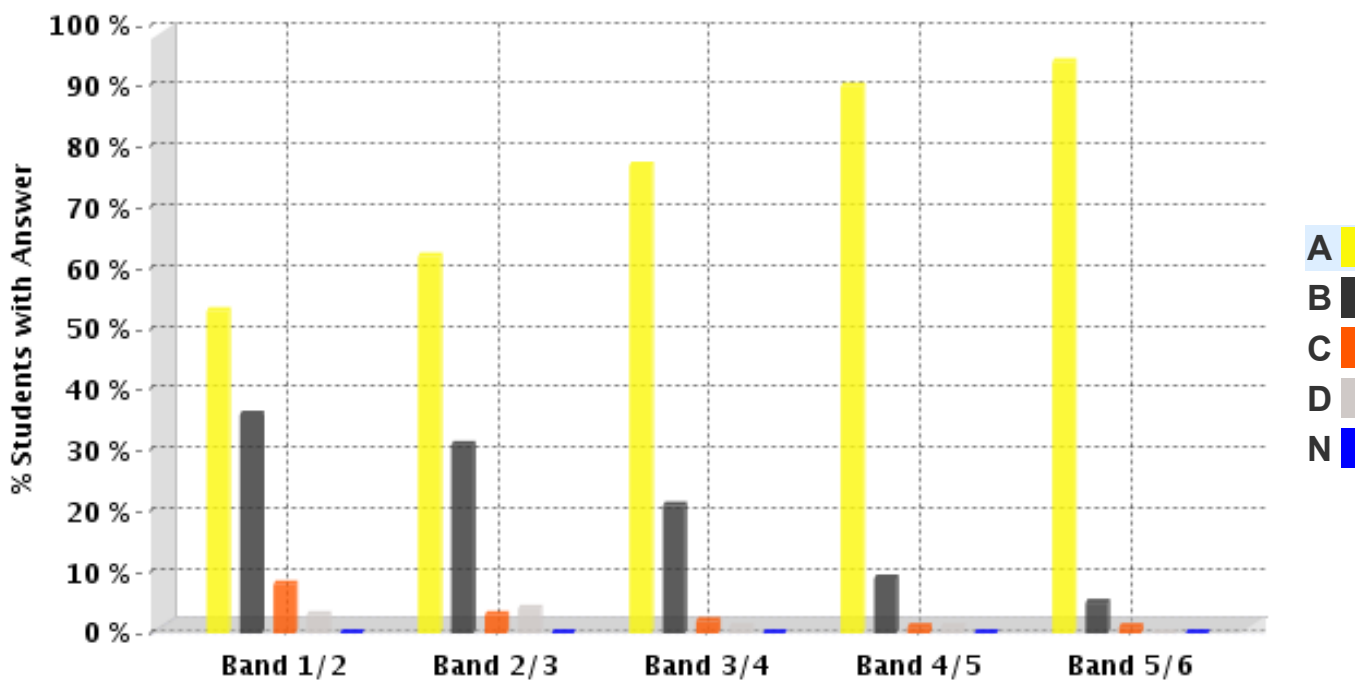
Question 3

Free samples of a breakfast cereal are given to supermarket customers to try.

For which stage of the product life cycle is this most likely to be an appropriate strategy?

- A ✓ Establishment
- B ✗ Growth
- C ✗ Maturity
- D ✗ Post-maturity

HSC Statistics on this Question:



	Band 1/2	Band 2/3	Band 3/4	Band 4/5	Band 5/6
A	53%	62%	77%	90%	94%
B	36%	31%	21%	9%	5%
C	8%	3%	2%	1%	1%
D	3%	4%	1%	1%	0%
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.