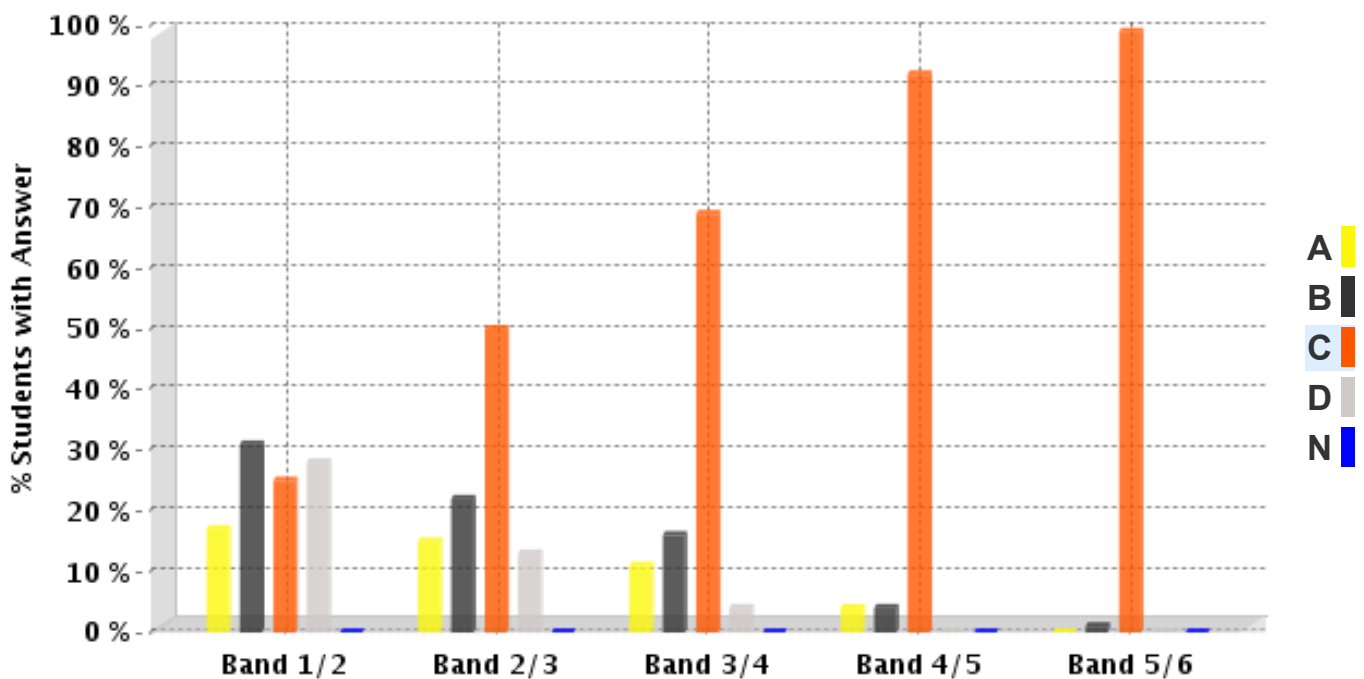


Question 7

What is the most important function of market research?

- A To determine the break-even point
- B To plan the development of production processes
- C To assess consumer acceptance of a new product
- D To ensure quality assurance systems are developed

HSC Statistics on this Question:



	Band 1/2	Band 2/3	Band 3/4	Band 4/5	Band 5/6
A	17%	15%	11%	4%	0%
B	31%	22%	16%	4%	1%
C	25%	50%	69%	92%	99%
D	28%	13%	4%	0%	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.