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manager of a business wants to increase its revenue. She estimates the price elasticity of demand for its products is -0.2 .

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of 22 1 2 A business is deciding whether or not to increase its annual expenditure on TV advertising. Referring to Figure 1 below, use calculations to advise the business on whether or not it should increase its annual TV advertising expenditure.

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when considering change and how it might affect a business.

Source: Larry Greiner, 'Evolution and Revolution as organisations grow', Harvard Business Review, May-June 1998. Where it's been used. Q9, A-level paper 1 2017. Q8, A-level paper 1, SAM set 1

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In 2007, a business had sales of £10 million in a market with a size of £125 million. In 2017 the business's sales were £12.6 million and its market share was 6%.

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