

**3. A LOOK AT THE SMART PHONE**

**INDUSTRY’S MARKET GROWTH IN 2010**

Total units sold by leading manufacturers

MANUFACTURER	£ MILLIONS
Nokia	24
Research in Motion RIM (Blackberry)	11
Apple (iPhone)	8
HTC Group	5
Microsoft Windows Mobile	4
Others	3

(a) Calculate Nokia’s percentage market share in 2010. (Show your workings.) [2]

.....

.....

.....

.....

(b) Why is it important for a business, such as Nokia, to achieve a high market share? [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**Total Mark** /6