

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]

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

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Total Mark

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