



Section II – Extended response (20 marks)

Read the article from *Mumbrella*,

<http://mumbrella.com.au/niche-versus-mass-market-big-just-isnt-better-at-the-cinema-71288>. Advise a local small cinema such as [Hornsby Odeon Cinema](#) on the strengths of operating in a niche market and the approach they should take to marketing. [Write in a report style](#). Aim for 1000 words.