Please check the examination details below before entering your candidate information							
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Pearson BTEC Level 3 Certificate	Centre Number	Lea	arner Registration Number				
Sample assessment material for first assessment January 2019							
Time: 45 minu	ıtes	Paper R	eference XXXXX/XX				
Marke	ting Principl	es					
You do not no	eed any other materials.		Total Marks				

THE LIVE VERSION OF THIS PAPER WILL CONTAIN A TOTAL OF 30 QUESTIONS THE SAMPLE ASSESSMENT MATERIALS WILL CONTAIN A TOTAL OF 15 QUESTIONS

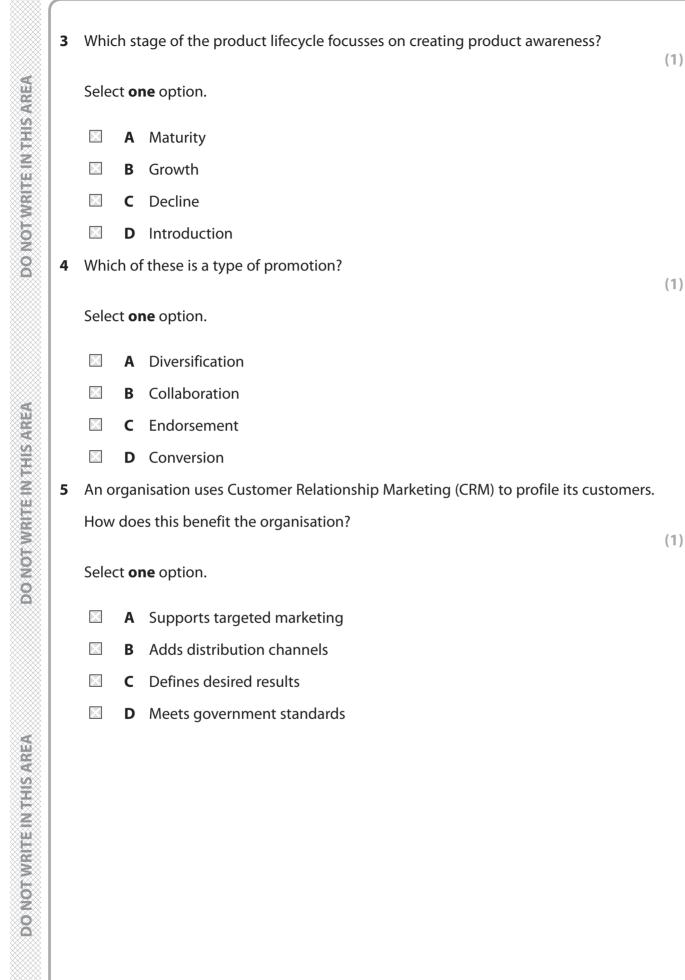




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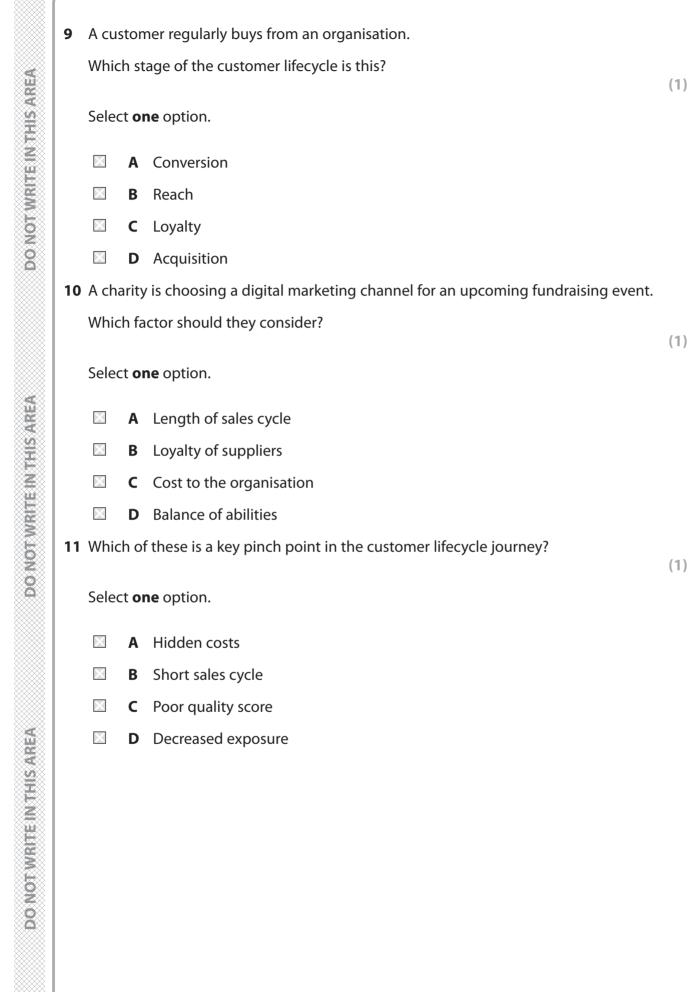


			Answer ALL questions. estions must be answered with a cross in a box ⊠. If you change your minc rer, put a line through the box ⊠ and then mark your new answer with a cr		DO	AREA
1	Wh	(1)	DO NOT WRITE IN THIS ARE	THIS AF		
	Sele	ect c	one option.			TEIN
	×	A	Controlling costs		H	TWR
	\times	В	Maximising profits		ARE	TON C
	\mathbf{X}	С	Increasing market share		Ä	ă
	\times	D	Leading the market			
2			nisation is marketing a new product line. It wants customers to perceive that roducts are of high quality, by charging a high price.			
	Wh	ch p	pricing strategy should it use?	(1)	g	A
	Sele	ect c	one option.	(1)	DO NOT WRITE IN THIS ARE	HIS AREA
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	6	Whi	ch c	of these is a primary research method?	(1)		
		Sele	ect o	ne option.	(=)	D	AREA
		_				DO NOT WRITE IN THIS AREA	IS AF
		\mathbf{X}	Α	Studying government statistics		WRI	E
		\mathbf{X}	В	Analysing loyalty schemes			Ē
		\mathbf{X}	C	Reading trade journals		I	DO NOT WRITE
		X	D	Carrying out a poll		IS AI	NOT
	7	An o cam	-	nisation is forming a team to work together on its next digital marketing gn.		REA	DO
		Hov	v со	uld this reduce employee turnover?			
					(1)		
		Sele	ect o	ne option.			
		\mathbf{X}	A	By building workplace community		Ö	EA
		\mathbf{X}	В	By developing product awareness		TON	S AREA
-		\mathbf{X}	С	By increasing service provision		WR	E
-		\mathbf{X}	D	By improving cost control		DO NOT WRITE IN THIS AREA	TEN
	8	Whi	ch c	f these contributes to an effective teamwork environment?			NOT WRIT
					(1)	SAR	No.
		Sele	ect o	ne option.		Ē	Q
		\mathbf{X}	A	Exploring brand loyalty			
		×	В	Sharing common goals			
		\times	С	Adding distribution channels			
		×	D	Restricting reputational damage			
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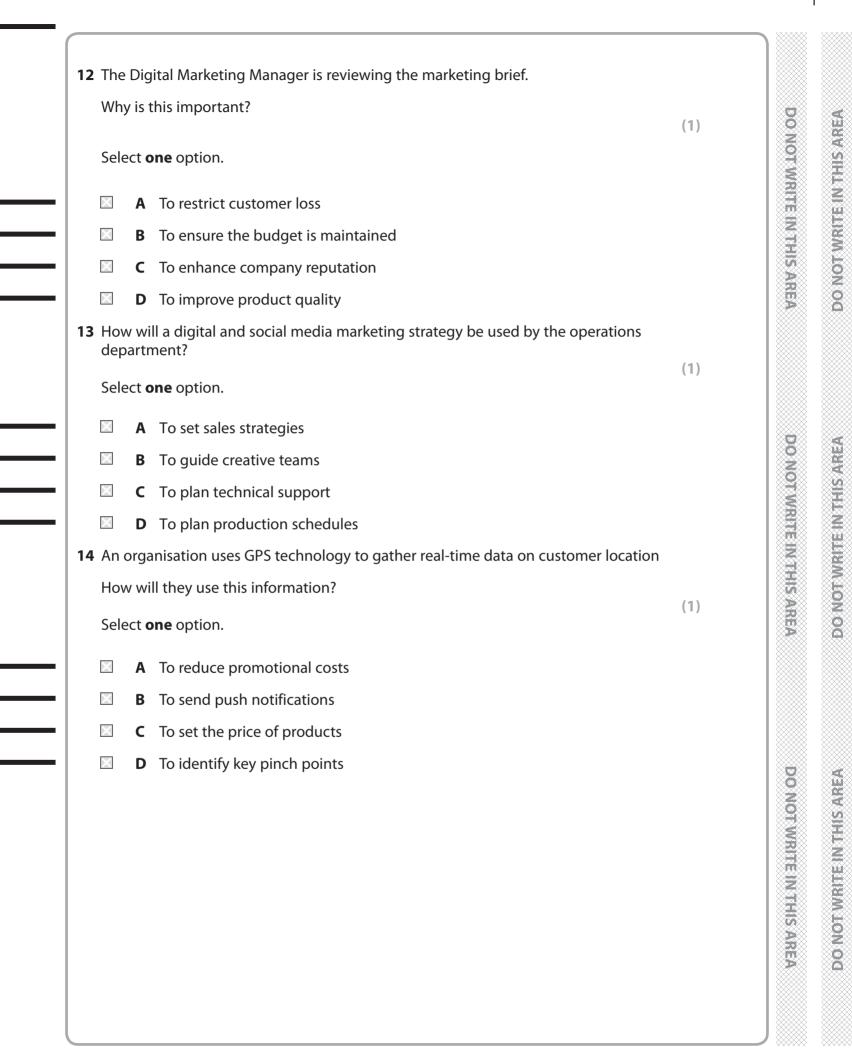


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15 Why is it important for an organisation to monitor its click-through rate (CTR)?

Select **one** option.

- A To measure its competitive advantage
- **B** To give prompt feedback to customers
- C To show which adverts are successful
- **D** To see which topics are trending

TOTAL FOR QUESTION PAPER = 15 MARKS

(1)

7

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arketing Prin	ciples marking scheme	
Question Number	Mark	
1	A – Controlling costs	(1)
Question Number	Answer	Mark
2	C – Premium	(1)
Question Number	Answer	Mark
3	D - Introduction	(1)
Question Number	Answer	Mark
4	(1)	
Question Number	Mark	
5	(1)	
Question Number	Answer	Mark
6	D – Carrying out a poll	(1)
Question Number	Answer	Mark
7	A – By building workplace community	(1)
Question Number	Answer	Mark
8	B – Sharing common goals	(1)

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Question Number	Answer	Mark
9	C – Loyalty	(1)
Question Number	Answer	Mark
10	C – Cost to the organisation	(1)
Question Number	Answer	Mark
11	A – Hidden costs	(1)
Question Number	Answer	Mark
12	B – To ensure the budget is maintained	(1)
Question Number	Answer	Mark
13	D – To plan production schedules	(1)
Question Number	Answer	Mark
14	B – To send push notifications	(1)
Question Number	Answer	Mark
15	C – To show which adverts are successful	(1)



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