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**Pearson
BTEC Level 3
Certificate**

Centre Number

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Learner Registration Number

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**Sample assessment material for first assessment
January 2019**

Time: 45 minutes

Paper Reference **XXXXX/XX**

Marketing Principles

You do not need 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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Turn over ►


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Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 Which of these is a long-term aim of a public-sector organisation?

(1)

Select **one** option.

- A Controlling costs
- B Maximising profits
- C Increasing market share
- D Leading the market

2 An organisation is marketing a new product line. It wants customers to perceive that these products are of high quality, by charging a high price.

Which pricing strategy should it use?

(1)

Select **one** option.

- A Penetration
- B Skimming
- C Premium
- D Value

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3 Which stage of the product lifecycle focusses on creating product awareness?

(1)

Select **one** option.

- A Maturity
- B Growth
- C Decline
- D Introduction

4 Which of these is a type of promotion?

(1)

Select **one** option.

- A Diversification
- B Collaboration
- C Endorsement
- D Conversion

5 An organisation uses Customer Relationship Marketing (CRM) to profile its customers.

How does this benefit the organisation?

(1)

Select **one** option.

- A Supports targeted marketing
- B Adds distribution channels
- C Defines desired results
- D Meets government standards



6 Which of these is a primary research method?

(1)

Select **one** option.

- A Studying government statistics
- B Analysing loyalty schemes
- C Reading trade journals
- D Carrying out a poll

7 An organisation is forming a team to work together on its next digital marketing campaign.

How could this reduce employee turnover?

(1)

Select **one** option.

- A By building workplace community
- B By developing product awareness
- C By increasing service provision
- D By improving cost control

8 Which of these contributes to an effective teamwork environment?

(1)

Select **one** option.

- A Exploring brand loyalty
- B Sharing common goals
- C Adding distribution channels
- D Restricting reputational damage

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9 A customer regularly buys from an organisation.

Which stage of the customer lifecycle is this?

(1)

Select **one** option.

- A Conversion
- B Reach
- C Loyalty
- D Acquisition

10 A charity is choosing a digital marketing channel for an upcoming fundraising event.

Which factor should they consider?

(1)

Select **one** option.

- A Length of sales cycle
- B Loyalty of suppliers
- C Cost to the organisation
- D Balance of abilities

11 Which of these is a key pinch point in the customer lifecycle journey?

(1)

Select **one** option.

- A Hidden costs
- B Short sales cycle
- C Poor quality score
- D Decreased exposure



12 The Digital Marketing Manager is reviewing the marketing brief.

Why is this important?

(1)

Select **one** option.

- A To restrict customer loss
- B To ensure the budget is maintained
- C To enhance company reputation
- D To improve product quality

13 How will a digital and social media marketing strategy be used by the operations department?

(1)

Select **one** option.

- A To set sales strategies
- B To guide creative teams
- C To plan technical support
- D To plan production schedules

14 An organisation uses GPS technology to gather real-time data on customer location

How will they use this information?

(1)

Select **one** option.

- A To reduce promotional costs
- B To send push notifications
- C To set the price of products
- D To identify key pinch points

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

(1)

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

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Marketing Principles marking scheme

Question Number	Answer	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	C – Endorsement	(1)

Question Number	Answer	Mark
5	A – Supports targeted marketing	(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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