

Write your name here

Surname

Other names

Edexcel
Principal Learning

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--	--

Retail Business

Level 3

Unit 5: Marketing in Retail Businesses

Friday 20 January 2012 – Morning

Time: 1 hour 30 minutes

Paper Reference

RB305/01

You must have:
Insert (enclosed)

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

P40506A

©2012 Pearson Education Ltd.

5/1/1



PEARSON

Answer ALL questions.

1 Karen Timpson did not understand her target market before starting her business.

(a) Explain **one** benefit to *Book!* of understanding customer needs.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(b) Explain why a larger business like *WH Smith* might find it easier to conduct market research than *Book!*.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(c) Karen believes that customers are willing to pay higher prices for her products because of the quality of the environment that *Book!* provides.

Analyse the importance of *Book!*'s physical environment.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 1 = 14 marks)



2 Karen has collected a large amount of marketing information since opening *Book!*, and she is considering paying for a situational analysis.

(a) Outline **one** benefit for *Book!* of using situational analysis.

(2)

.....

.....

.....

.....

(b) Describe **one** research method that Karen has not yet used to gather marketing information.

(3)

.....

.....

.....

.....

.....

.....

(c) Karen has been advised that she uses a lot of marketing intelligence from internal sources of information but has not gathered much from external sources of information.

Identify **two** appropriate sources of external information which *Book!* could use.

(2)

1

.....

2

.....



(d) Explain **one** way in which external information could help Karen to make marketing decisions for *Book!*.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 2 = 11 marks)



3 Karen wants to secure another loan to enable her to open a new *Book!* store in Kendal. She is updating her business plan to present to her bank manager. She is worried that her business objectives are not very good.

(a) Describe, giving an example, **one** difference between corporate and marketing objectives.

(3)

.....

.....

.....

.....

.....

.....

(b) Explain how Karen could improve **one** of *Book!*'s existing marketing objectives.

(4)

.....

.....

.....

.....

.....

.....

.....



(c) Explain why Karen should conduct a PESTLE analysis as part of the process of improving *Book!*'s business plan.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(d) Analyse the reasons for defining key performance indicators (KPIs) within *Book!*'s business plan.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 3 = 17 marks)



4 Karen is thinking about setting up a new *Book!* store in the larger town of Kendal.

(a) Analyse the importance to *Book!*'s marketing mix of choosing a suitable location for a new store.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Karen has learned that a local property developer is considering establishing an out-of-town retail park just outside Kendal.

(b) Evaluate the impact that this might have on *Book!*'s updated business plan.

(12)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(Total for Question 4 = 18 marks)

TOTAL FOR PAPER = 60 MARKS



BLANK PAGE



BLANK PAGE



BLANK PAGE

