

Write your name here

Surname

Other names

Edexcel
Principal Learning

Centre Number

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Candidate Number

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Retail Business

Level 3

Unit 5: Marketing in Retail Businesses

Friday 15 June 2012 – Morning

Time: 1 hour 30 minutes

Paper Reference

RB305/01

You must have:

Insert (enclosed)

Total Marks

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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 ►

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PEARSON

Answer ALL questions.

1 Rob has not carried out a lot of research into his competitors, preferring to collect information on his customers.

(a) Explain **one** benefit to *Games Ltd* of investigating competitor activities.

(4)

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(b) Explain why Rob feels that *Games Ltd* is not just sales orientated.

(4)

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(c) Rob feels that his business has survived by maintaining a strong Unique Selling Point (USP).

Analyse how *Games Ltd* might have a USP.

(6)

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(Total for Question 1 = 14 marks)



2 Rob is concerned about the fact that some previously loyal customers are starting to make fewer visits to *Games Ltd* and are using his competitors instead.

(a) Outline **one** method of research that would enable Rob to investigate customer behaviour.

(2)

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(b) Describe **one** limitation of using secondary information to investigate customer interests.

(3)

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(c) Rob gathers a large amount of electronic data about his business.

Describe how the following two Key Performance Indicators (KPIs) could be used to judge the success of his stores.

(6)

(i) Sales per square metre

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(ii) Customer numbers

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(Total for Question 2 = 11 marks)



3 Rob is planning to open a new store during the next year.

(a) Describe the purpose of gathering information on potential locations for *Games Ltd's* new store.

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(b) Explain why selecting the right location might contribute to *Games Ltd* gaining a competitive advantage.

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(c) Explain why identifying different customer groups could contribute to the success of *Games Ltd.*

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(d) Analyse the positioning of *Games Ltd* in the computer game retail market.

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(Total for Question 3 = 17 marks)



4 The marketing mix is influenced by a range of external factors.

(a) Discuss **one** way in which *Games Ltd's* marketing mix could change in response to an external factor.

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Rob is considering a new marketing strategy for *Games Ltd* in order to launch his new store. He is considering carrying out situational analysis.

(b) Evaluate how carrying out a SWOT analysis will contribute to making decisions about a new marketing strategy for *Games Ltd*.

(12)

Dotted lines for writing the answer.



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(Total for Question 4 = 18 marks)

TOTAL FOR PAPER = 60 MARKS



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