

**Pearson LCCI**

# Certificate in Marketing

## Level 2

Sample assessment material for first teaching  
from Series 3, 2010

**Time: 2 hours**

Paper Reference

**ASE20025**

**Complete the details below in block capitals.**

Candidate name

Centre Code

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Candidate Number

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Candidate ID Number

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Total Marks

**You do not need any other materials.**

### Instructions

- Use **black** ink or ball-point pen  
– *pencil can only be used for graphs, charts, diagrams, etc.*
- **Fill in the boxes** at the top of this page with your name, candidate number, centre code and your candidate ID 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 100.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- You may use an English or bilingual dictionary.

### Advice

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

Turn over ►

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**SECTION A**

**Answer ALL questions. Write your answers in the spaces provided.**

**1** Give **five** (5) examples of geographic segmentation.

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**(Total for Question 1 = 5 marks)**

**2** (a) Complete the following sentence.

(2)

Marketing is the L ..... with the outside environment and the

C ..... within the organisation.

(b) Give **three** (3) other functions that may be found in a large organisation.

(3)

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**(Total for Question 2 = 5 marks)**

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3 Give **five** (5) examples of geographic segmentation.

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**(Total for Question 3 = 5 marks)**

4 Complete the following elements of an environmental analysis:

E .....

E .....

P .....

E .....

T .....

**(Total for Question 4 = 5 marks)**

5 (a) Explain what is meant by a sales forecast.

(2)

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(b) Why is the sales forecast so important to an organisation?

(3)

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**(Total for Question 5 = 5 marks)**



6 (a) Give a suitable definition of personal selling.

(2)

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(b) Identify **three** (3) ways of remunerating a sales force.

(3)

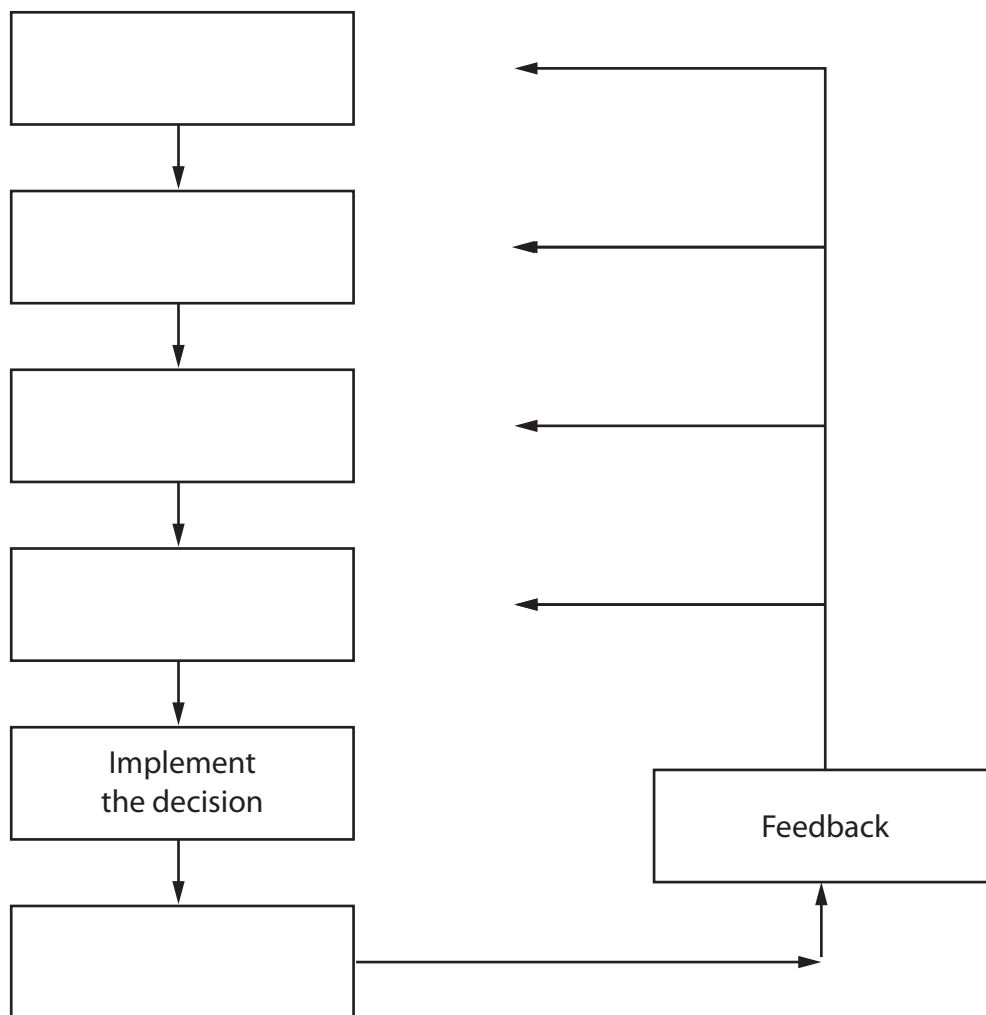
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(Total for Question 6 = 5 marks)

7 Complete the following diagram of the Decision Making Process (DMP).



(Total for Question 7 = 5 marks)



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8 Give **five** (5) pricing strategies.

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**(Total for Question 8 = 5 marks)**

9 Give **five** (5) objectives of advertising.

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**(Total for Question 9 = 5 marks)**

10 Circle **five** (5) examples of the P for process in the following list:

- |                |                  |                   |                     |
|----------------|------------------|-------------------|---------------------|
| changing rooms | background music | bag packing       | comfortable seating |
| colour posters | rapid checkouts  | staff uniforms    | price discounts     |
| store lifts    | complaints desk  | free carrier bags | product displays    |

**(Total for Question 10 = 5 marks)**



11 Give **five** (5) examples of after marketing tactics for a supplier of electrical products.

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(Total for Question 11 = 5 marks)

12 Complete the following in relation to setting objectives.

A .....

T .....

S .....

R .....

M .....

(Total for Question 12 = 5 marks)

13 Identify the **five** (5) Ws of a press release.

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(Total for Question 13 = 5 marks)

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**14** Give **five** (5) advantages for customers shopping online through the internet.

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**(Total for Question 14 = 5 marks)**

**15** Give **five** (5) ways that promotional budgets may be established.

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**(Total for Question 15 = 5 marks)**

**16** Identify any **five** (5) legal, regulatory, ethical or social requirements for marketing activity in your country.

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**(Total for Question 16 = 5 marks)**

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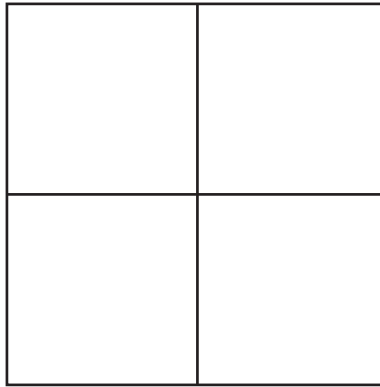
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17 Draw a correctly labelled diagram to show the Boston Consulting Group (BCG) Matrix



(Total for Question 17 = 5 marks)

18 (a) Explain what is mean by the distribution channel.

(2)

(b) How does a traditional wholesaler differ from a modern cash-n-carry operation?

(3)

(Total for Question 18 = 5 marks)

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19 Give a suitable explanation of direct response marketing.

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(Total for Question 19 = 5 marks)

20 USING THE GRAPH PAPER SUPPLIED ON THE NEXT PAGE

Prepare a correctly labelled bar chart to represent the following data.

Age group	drink lemonade	drink coffee
11-15	44%	5%
16-21	27%	11%
22-30	17%	20%
31-50	9%	29%
51+	3%	35%

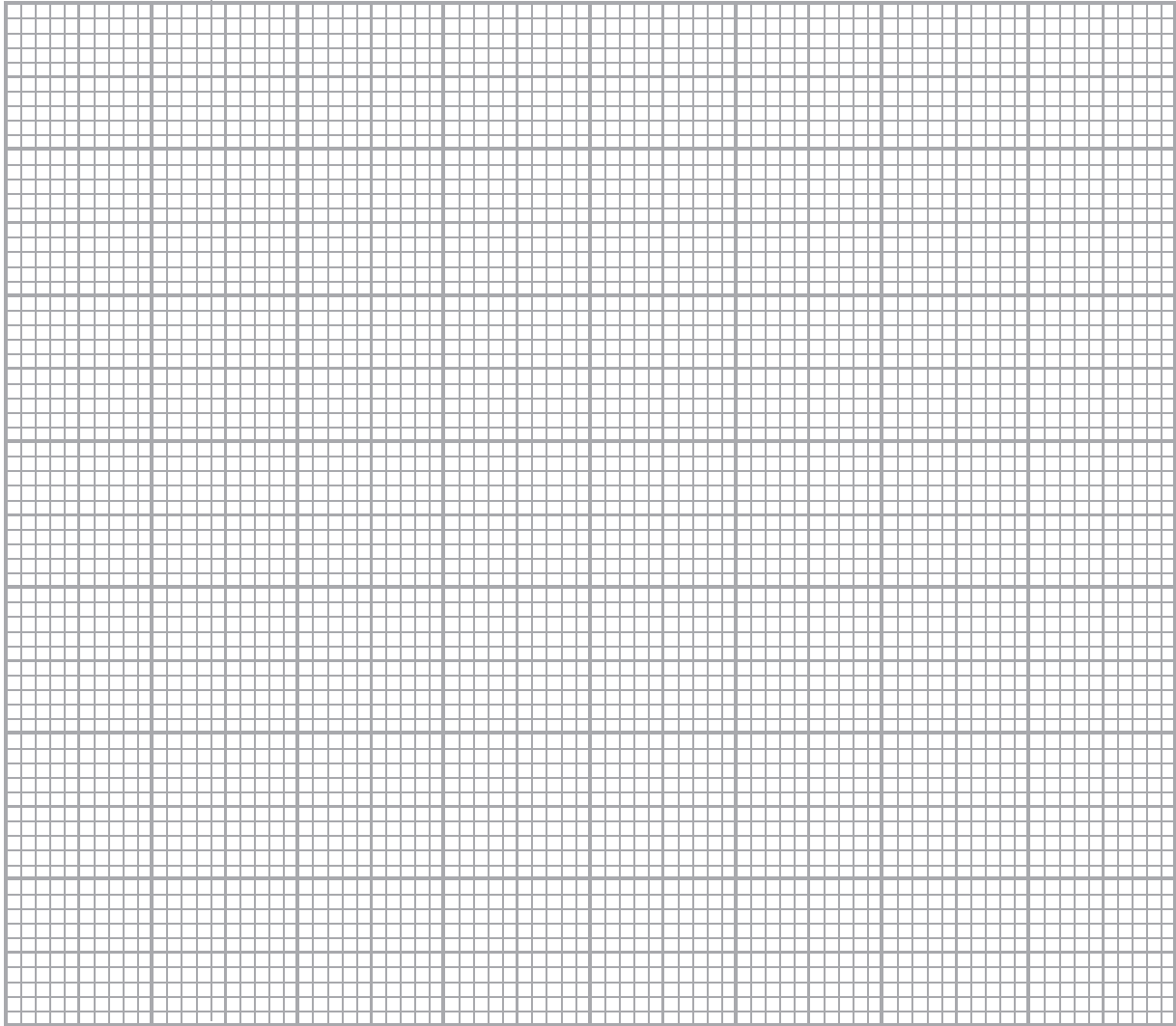
(5)



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(Total for Question 20 = 5 marks)

**TOTAL FOR PAPER = 100 MARKS**

