

**Pearson LCCI**

# Certificate in Marketing

## Level 2

Thursday 3 April 2014

**Time: 2 hours**

Paper Reference

**ASE2025**

**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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Number of additional sheets handed in

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

### Instructions

- Do **not** open this paper until you are told to do so by the supervisor.
- Use **black/blue** ink or ball-point pen  
– *pencil can only be used for graphs, charts, diagrams, etc.*
- Ensure your answers are written clearly.
- Fill in the boxes at the top of this page with your name, candidate number, centre code and your candidate ID number.
- Write your answers in the spaces provided on the question paper.
- If you need more space, use the additional sheets provided. Write your name, candidate number and question number on each sheet and attach them to the inside of your examination paper. State the number of additional sheets attached on the front of your examination paper.
- Answer **all** questions.
- Write rough notes only in the space on the question paper headed **Rough Notes**.

### Information

- The total mark for this paper is 100.
- There are 20 questions in this question paper  
– *each question carries equal marks.*
- 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.
- Check your answers carefully if you have time at the end.

**EXAMINER'S**

**USE ONLY**

TOTAL

Turn over ►

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**PEARSON**

**Answer ALL questions.**

**1** Give **five** advantages for customers shopping online on the internet.

1 .....

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2 .....

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3 .....

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4 .....

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5 .....

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

**2** Give **five** examples of features that are important to a smooth process in a large supermarket.

1 .....

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2 .....

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3 .....

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4 .....

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5 .....

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

**3** Give the type of pricing strategy used in the following situations:

(i) Entering a market and recovering development costs quickly.

.....

(ii) Making people believe an item is a lot cheaper than it really is.

.....

(iii) Trying to capture a large share of a new market.

.....

(iv) Making a set level of profit after recovering costs.

.....

(v) Agreeing a price after a lot of discussion.

.....

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

**4** (a) Give **three** products that would satisfy Maslow's physiological needs.

(3)

1 .....

2 .....

3 .....

(b) Describe the fifth need in Maslow's hierarchy of needs.

(2)

.....

.....

.....

.....

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

5 (a) Give **one** reason why raw data is said to be meaningless.

(1)

.....  
.....

(b) Information is needed by management to allow them to:

(i) A .....

(ii) P .....

(iii) I .....

(iv) C .....

(4)

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

6 Using a company you are familiar with, identify **five** strengths it may have.

1 .....

2 .....

3 .....

4 .....

5 .....

6 .....

**(Total for Question 6 = 5 marks)**

**7** Give **five** different examples of noise in the communication process.

1 .....

.....

2 .....

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3 .....

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4 .....

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5 .....

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**(Total for Question 7 = 5 marks)**

**8** Give **five** methods a company might use to enter international markets.

1 .....

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2 .....

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3 .....

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4 .....

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5 .....

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

9 (a) Explain why physical evidence is important in service marketing.

(3)

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(b) Give **two** examples of physical evidence for a hairdressing salon.

(2)

1 .....

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2 .....

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

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**10** (a) Explain what is meant by **below the line promotional activity**.

(3)

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(b) Give **two** examples of below the line promotions.

(2)

1 .....

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2 .....

.....

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

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**11** Identify **five** sales promotions that are regularly used by supermarkets.

1 .....

2 .....

3 .....

4 .....

5 .....

**(Total for Question 11 = 5 marks)**

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**12** (a) Identify **three** ways in which packaging can differentiate a product.

(3)

1 .....

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2 .....

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3 .....

.....

(b) What is meant by the best before date on a food product label?

(2)

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.....

**(Total for Question 12 = 5 marks)**

**13** Suggest **five** after marketing tactics a retailer of computers might offer to customers.

1 .....

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2 .....

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3 .....

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4 .....

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5 .....

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**(Total for Question 13 = 5 marks)**



**14** Complete the following list:

- (i) P ..... is the same as Cost.
- (ii) People/participants are the same as C .....
- (iii) Promotion is the same as C .....
- (iv) P ..... is the same as Coordination.
- (v) Physical evidence is the same as C .....

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

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**15** (a) Draw a diagram to show the distribution chain for a hairdresser working in a large department store and the hairdresser's clients.

(2)

(b) Explain your reasons for the diagram you have drawn in part (a).

(3)

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

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**16** (a) Define the term **personal selling**.

(2)

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(b) Give **three** examples of products that specifically require personal selling.

(3)

1 .....

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2 .....

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3 .....

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

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**17** (a) Explain the difference between quantitative and qualitative research.

**(3)**

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(b) Give an example of:

(i) Quantitative research

**(1)**

.....

.....

(ii) Qualitative research

**(1)**

.....

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**(Total for Question 17 = 5 marks)**

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**18** Give **five** possible USPs for a washing machine.

1 .....

2 .....

3 .....

4 .....

5 .....

**(Total for Question 18 = 5 marks)**

**19** (a) Explain the role of the financier in an industrial DMU.

**(3)**

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(b) Give **two** duties of the adviser in an industrial DMU.

**(2)**

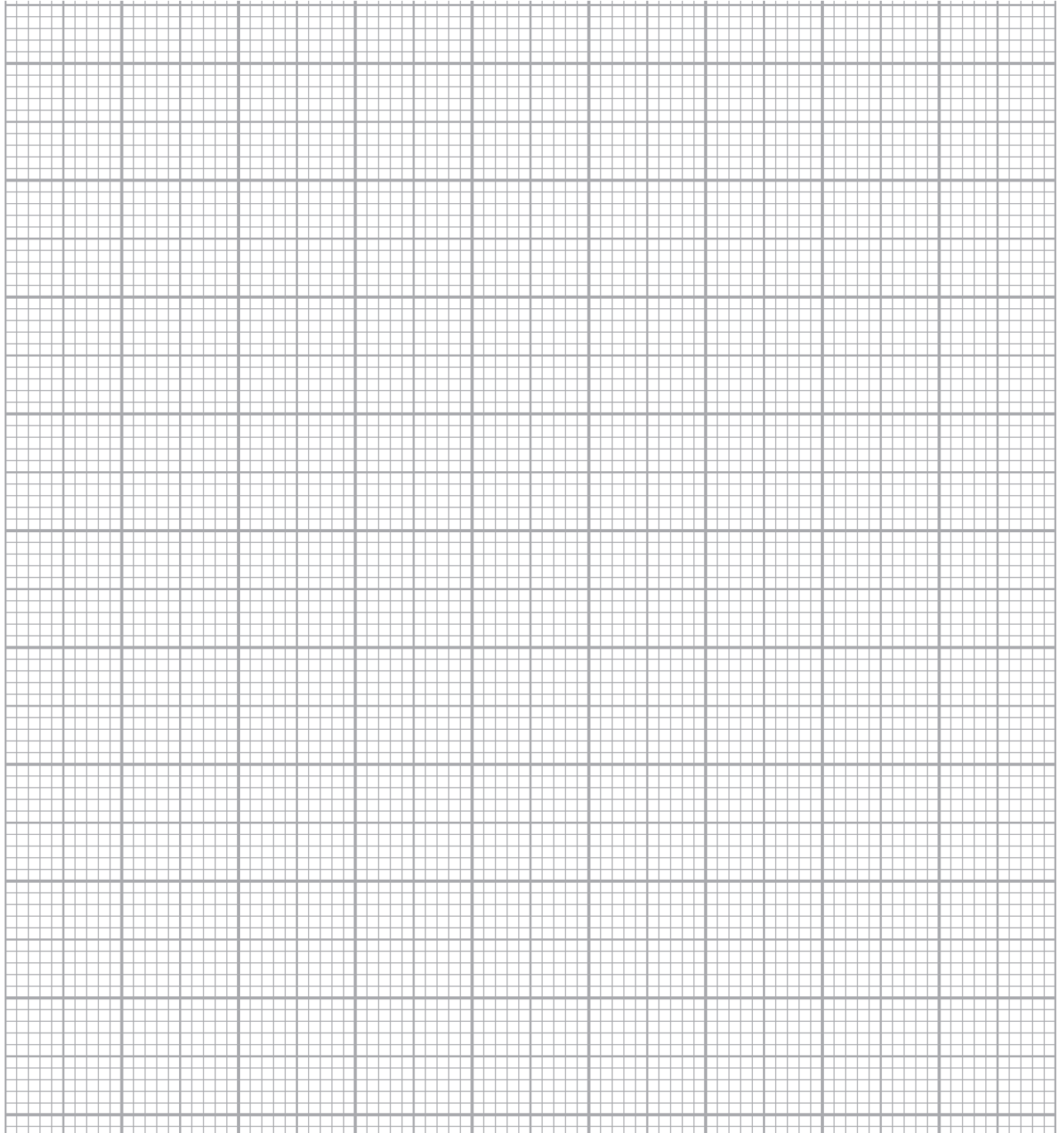
1 .....

2 .....

**(Total for Question 19 = 5 marks)**

**20** Draw a correctly labelled graph to show the following sales information:

Product	May	June	July
A	3500	3000	2100
B	4550	4000	4600
C	2800	3200	5500



**(Total for Question 20 = 5 marks)**

**TOTAL FOR PAPER = 100 MARKS**

**ROUGH NOTES**

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