

Certificate in Marketing

Level 2

Tuesday 24 March 2015

Time: 2 hours

Paper Reference

ASE2025/215

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 examination 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 question paper. State, on the front of your question paper, the number of additional sheets attached.
- 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 ►



Answer ALL questions.

1 Identify **five** ways that could be used to communicate with colleagues within an organisation.

- 1
- 2
- 3
- 4
- 5

(Total for Question 1 = 5 marks)

2 Give **five** reasons why physical evidence is an important element of service operations.

- 1
-
- 2
-
- 3
-
- 4
-
- 5
-

(Total for Question 2 = 5 marks)

3 Identify **five** methods that an organisation can use to reduce customer fears when shopping online for services.

- 1
- 2
- 3
- 4
- 5

(Total for Question 3 = 5 marks)

4 Describe the difference between **MBO** and **MBE**.

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-
-
-

(Total for Question 4 = 5 marks)

5 (a) Describe what is meant by a **brand**.

(2)

.....
.....

(b) Underline **three** brands from the following list:

- | | | | | | |
|-------|--------|-------|--------|---------------|-------|
| BREAD | RICE | FORD | LAPTOP | CHOCOLATE | INTEL |
| | COFFEE | SUGAR | NOKIA | SUNLIGHT SOAP | |

(3)

(Total for Question 5 = 5 marks)

6 (a) Define **variable costs**.

(2)

.....
.....
.....
.....

(b) Give **three** examples of variable costs.

(3)

1

2

3

(Total for Question 6 = 5 marks)

7 (a) Identify what is meant by the following terms for a motor vehicle manufacturer:

(i) **short-term planning**

(1)

.....
.....

(ii) **medium-term planning**

(1)

.....
.....

(iii) **long-term planning.**

(1)

.....
.....

(b) Give **one** example of a short-term plan **and** a long-term plan for a motor vehicle manufacturer.

(i) Short-term plan

(1)

.....
.....

(ii) Long-term plan

(1)

.....
.....

(Total for Question 7 = 5 marks)

8 Give **five** different methods that might be used to establish a promotional budget.

- 1
- 2
- 3
- 4
- 5

(Total for Question 8 = 5 marks)

9 (a) Describe what is meant by **public relations**.

(3)

-
-
-
-

(b) Give **two** examples of bad publicity for an organisation.

(2)

- 1
 - 2
-

(Total for Question 9 = 5 marks)

10 Identify **five** after-marketing benefits a television retailer might offer to its customers.

- 1
- 2
- 3
- 4
- 5

(Total for Question 10 = 5 marks)

11 Customers usually go through the following process when making decisions about purchasing a product. Complete each word.

- A
- I
- C
- D
- A

(Total for Question 11 = 5 marks)

12 Identify **five** types of market research.

- 1
- 2
- 3
- 4
- 5

(Total for Question 12 = 5 marks)

13 Give **five** characteristics of an omnibus survey.

- 1
- 2
- 3
- 4
- 5

(Total for Question 13 = 5 marks)

14 Identify **five** elements of demographic segmentation.

- 1
- 2
- 3
- 4
- 5

(Total for Question 14 = 5 marks)

15 Ferrari® sells motor cars costing more than £250,000. Identify **five** elements of the promotional mix Ferrari® is most likely to use to sell these cars.

- 1
- 2
- 3
- 4
- 5

(Total for Question 15 = 5 marks)

16 Identify the following roles in a Decision Making Unit.

- F
- S
- A
- E
- P

(Total for Question 16 = 5 marks)

17 Identify **five** methods a company might use to enter international markets.

- 1
- 2
- 3
- 4
- 5

(Total for Question 17 = 5 marks)

18 Identify the **five** stages of the Product Life Cycle.

- 1
- 2
- 3
- 4
- 5

(Total for Question 18 = 5 marks)

19 (a) Identify **three** methods of remunerating a sales force.

(3)

- 1
- 2
- 3

(b) Describe the term **negotiation** in the context of the selling process.

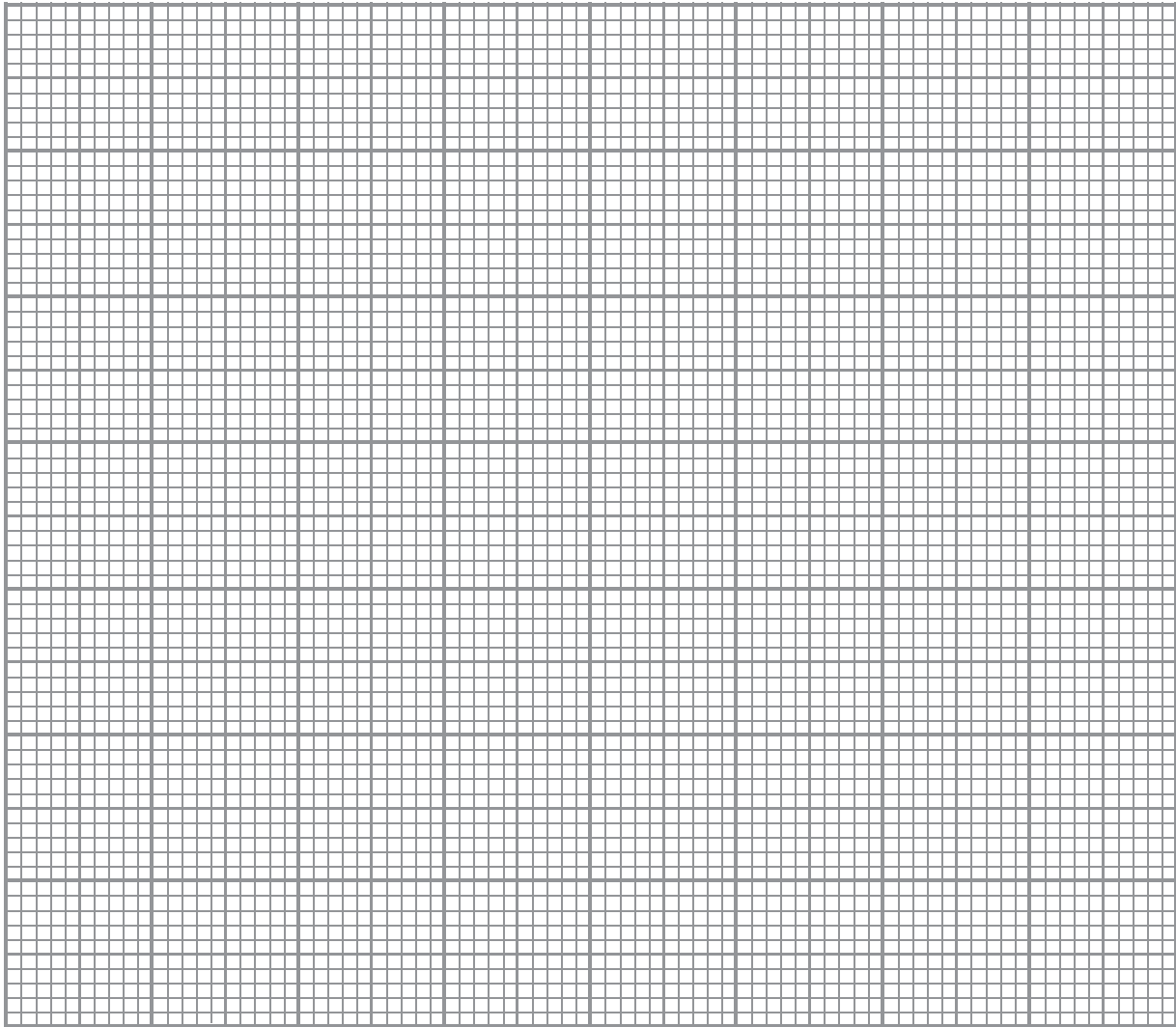
(2)

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-
-
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(Total for Question 19 = 5 marks)

20 Draw a fully labelled bar chart to show the following sales revenues for different drinks.

Month	Tea	Coffee	Cola
Jan	2,400	3,500	1,800
Feb	2,700	3,800	2,400
Mar	2,600	3,600	2,800



(Total for Question 20 = 5 marks)

TOTAL FOR PAPER = 100 MARKS

ROUGH NOTES