

Certificate in Marketing

Level 2

Wednesday 4 June 2014

Time: 2 hours

Paper Reference

ASE2025

Complete the details below in block capitals.

Candidate Name

Centre Code

Candidate Number

Candidate ID Number

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 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 Complete the following elements of the environmental analytical tool.

- L
- E
- E
- T
- E

(Total for Question 1 = 5 marks)

2 Give **five** elements that are used for demographic segmentation.

- 1
- 2
- 3
- 4
- 5

(Total for Question 2 = 5 marks)

3 Identify **five** survey methods used to collect primary data.

- 1
- 2
- 3
- 4
- 5

(Total for Question 3 = 5 marks)

4 If C for convenience is the same as P for place, supply the following alternatives.

Product =

Price =

Physical evidence =

Process =

Promotion =

(Total for Question 4 = 5 marks)

5 (a) Give a definition of a **brand**.

(2)

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(b) Explain what is meant by a **patent**.

(3)

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(Total for Question 5 = 5 marks)

6 Identify **five** factors that could represent value in the mind of the customer.

- 1
- 2
- 3
- 4
- 5

(Total for Question 6 = 5 marks)

7 Underline **five** essential or desirable characteristics of service personnel.

- knows many people correct attitude product knowledge
- has business qualifications wears smart fashionable clothes
- is good looking speaks several languages has short hair
- professional appearance and manner is a quick learner
- has discretion and commitment is very good at arithmetic
- is always smiling effective interpersonal behaviour

(Total for Question 7 = 5 marks)

8 Identify the type of promotional elements from the promotional mix **most** likely to be used by each of the following.

A charity

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An aircraft manufacturer

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An online company with a transactional website

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An FMCG company

.....

A hotel with many empty rooms during a holiday period

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(Total for Question 8 = 5 marks)

9 Identify **five** methods of determining a promotional budget.

1

2

3

4

5

(Total for Question 9 = 5 marks)

10 Explain why journey planning is so vital in sales territory management.

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(Total for Question 10 = 5 marks)

11 Explain how marketing might be affected by efforts to reduce global warming.

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(Total for Question 11 = 5 marks)

12 Explain, using suitable examples for each, the difference between **publicity** and **public relations**.

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(Total for Question 12 = 5 marks)

13 Explain how a sales plan/forecast has major implications for other organisational departments.

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(Total for Question 13 = 5 marks)

14 (a) Briefly explain what is meant by **targeting**.

(2)

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(b) Explain why targeting is an essential tool for the marketing mix.

(3)

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(Total for Question 14 = 5 marks)

15 (a) Explain what is meant by a **consumer group**.

(3)

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(b) Give **two** examples when consumer groups would **most** likely be used by marketing departments.

(2)

1

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2

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(Total for Question 15 = 5 marks)

16 (a) Explain why feedback is important in the decision making process (DMP).

(3)

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(b) Outline the second step in the decision making process.

(2)

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(Total for Question 16 = 5 marks)

17 Identify **five** business sectors in which marketing is involved.

1

2

3

4

5

(Total for Question 17 = 5 marks)

18 (a) Give a definition of **advertising**.

(2)

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(b) Identify **three** roles of advertising.

(3)

1

2

3

(Total for Question 18 = 5 marks)

19 (a) Explain what is meant by **product characteristics**.

(3)

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(b) Give **two** examples of product benefits.

(2)

1

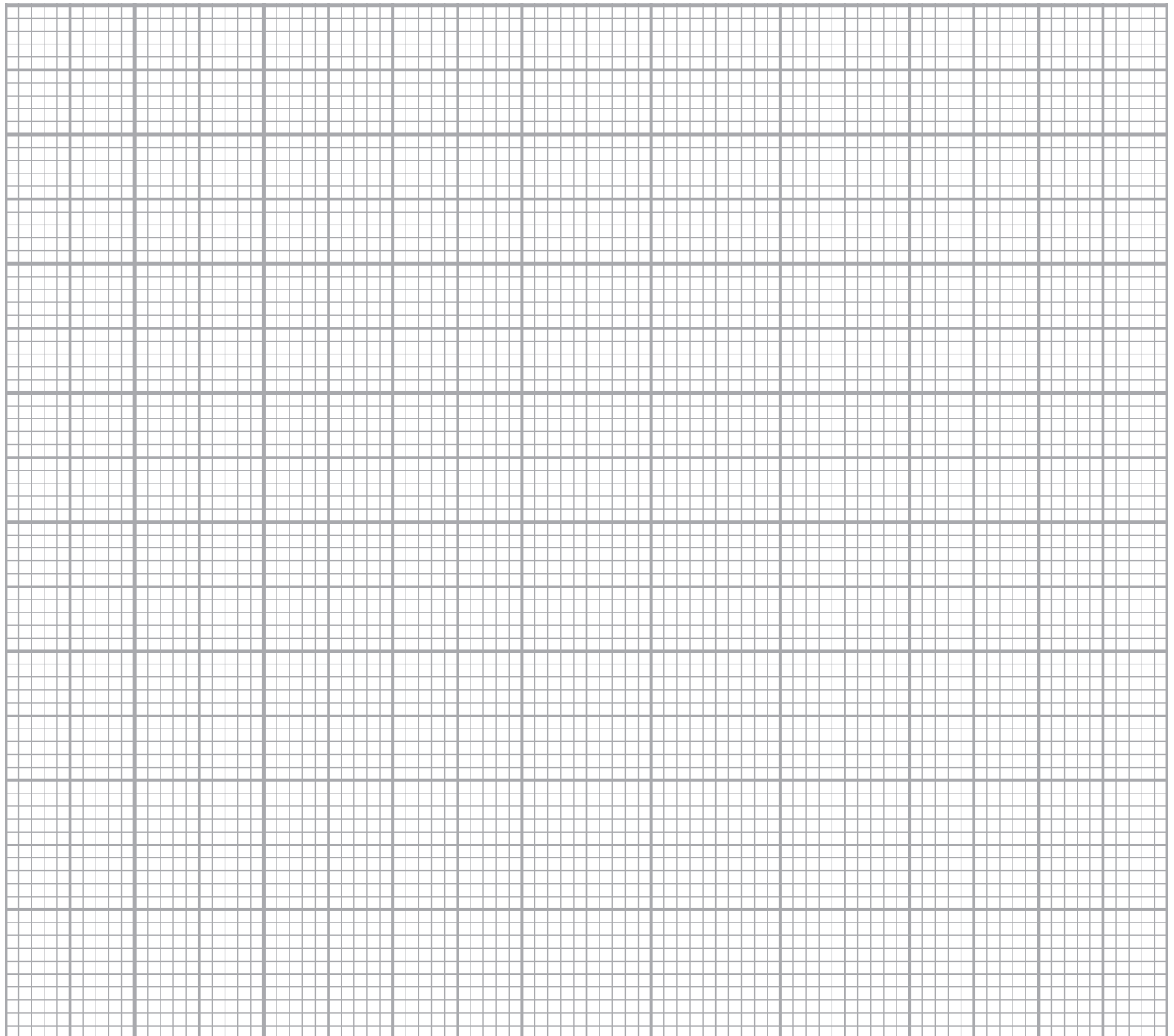
2

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(Total for Question 19 = 5 marks)

20 Using the graph paper below, draw a correctly labelled bar chart to show the following sales of dairy products.

Product	January	February	March	April
Milk	450	490	550	600
Cheese	350	400	450	500
Eggs	400	450	500	400



(Total for Question 20 = 5 marks)

TOTAL FOR PAPER = 100 MARKS

ROUGH NOTES

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