

**Pearson LCCI**

# Certificate in Marketing

## Level 2

Tuesday 9 June 2015

**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 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 ►

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**PEARSON**

**Answer ALL questions.**

**1** (a) Give a definition of **marketing**.

(3)

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.....

.....

.....

(b) Describe **two** roles of marketing.

(2)

1 .....

.....

2 .....

.....

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

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**2** Identify **five** methods that organisations use to enter international markets.

1 .....

2 .....

3 .....

4 .....

5 .....

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

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**3** Organisations use SWOT analysis to explore organisational issues.

(a) Complete the following:

(4)

S = .....

W = .....

O = .....

T = .....

(b) Describe how SWOT analysis can be used.

(1)

.....  
.....

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

**4** MIS and MkIS are used to support business functions.

(a) Complete the following:

(i)

(1)

M = .....

I = .....

S = .....

(ii)

(1)

Mk = .....

I = .....

S = .....

(b) Explain the difference between MIS and MkIS.

(3)

.....

.....

.....

.....

.....

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

**5** When setting objectives it is important that they are SMART.

Complete the following:

S = .....

M = .....

A = .....

R = .....

T = .....

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

**6** Draw a correctly labelled diagram to illustrate Maslow's Hierarchy of Needs Model.



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

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7 **AICDA** represents the consumer decision-making process.

Complete the following:

A = .....

I = .....

C = .....

D = .....

A = .....

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

8 (a) Give a definition of **public relations**.

(3)

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

(b) Give **two** examples of publicity that an organisation would **not** want.

(2)

1 .....

2 .....

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

9 Identify the **five** stages of the market research process.

1 .....

2 .....

3 .....

4 .....

5 .....

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

**10** Give **five** examples of **types** of marketing research.

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

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

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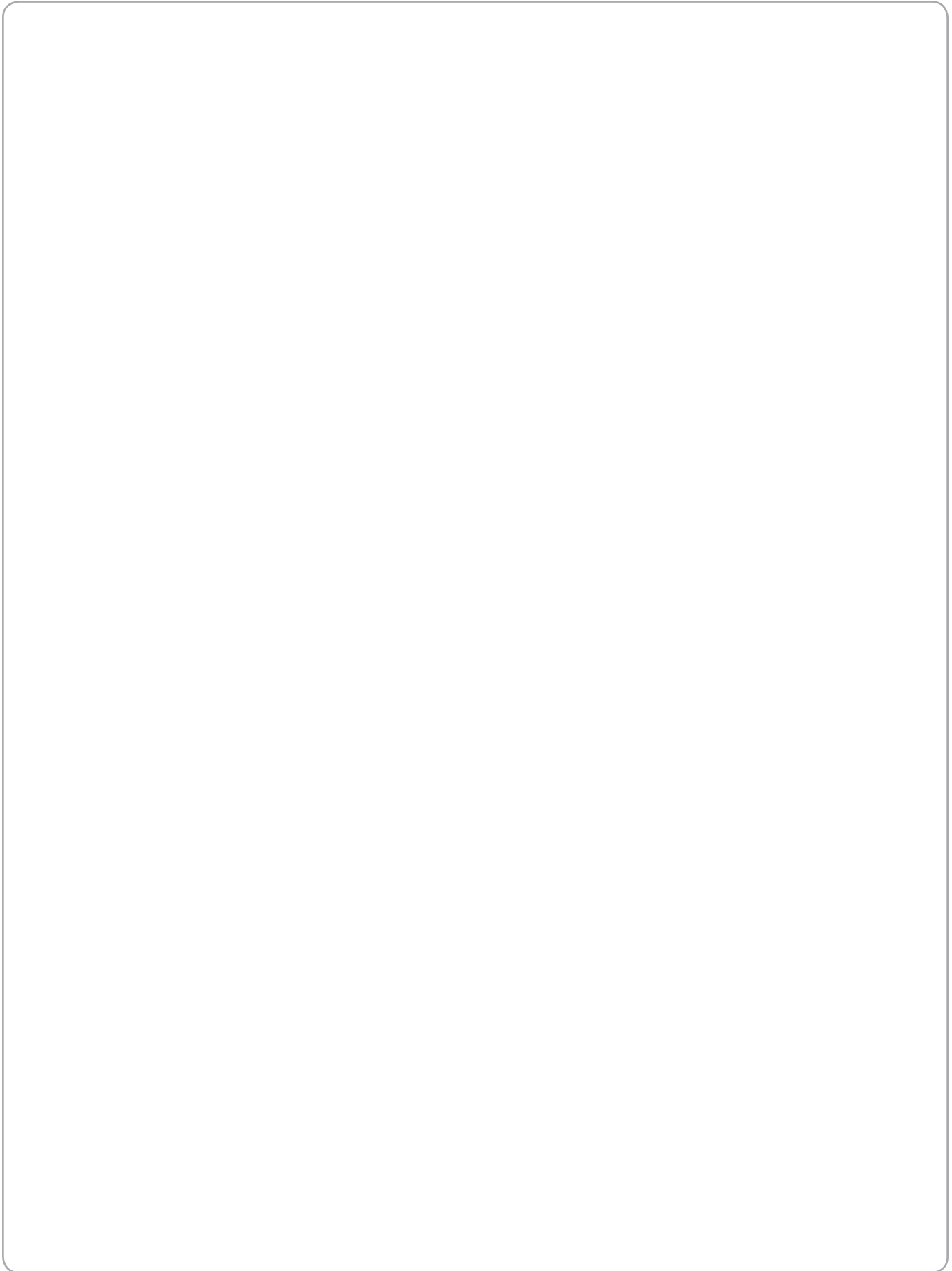
**11** If **C** for convenience is the same as **P** for place, supply the following alternatives:

- Product = C .....
- Price = C .....
- Physical evidence = C .....
- Process = C .....
- Promotion = C .....

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

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**12** Draw a correctly labelled diagram to illustrate the product life cycle.



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



**13** Identify **five** factors that can make up value to a product in the mind of the customer.

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

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

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**14** Identify **five physical** factors that contribute to physical evidence.

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

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

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**15** Give **five** examples, within the marketing process, of the features that are beneficial to aid customers within a supermarket.

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

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

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**16** (a) Describe the term **Unique Selling Proposition (USP)**

(2)

.....

.....

.....

(b) Give **three** examples of USPs for a product you are familiar with.

(3)

1 .....

2 .....

3 .....

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

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**17** Give **five** examples of promotional agencies available to support businesses in promoting their products or services.

1 .....

2 .....

3 .....

4 .....

5 .....

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

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**18** (a) Give a definition of the **selling process**.

(1)

.....  
.....

(b) State **four** stages of the selling process.

(4)

1 .....

2 .....

3 .....

4 .....

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

**19** (a) Give **three** types of e-commerce.

(3)

1 .....

2 .....

3 .....

(b) Give **two** advantages for customers of shopping online.

(2)

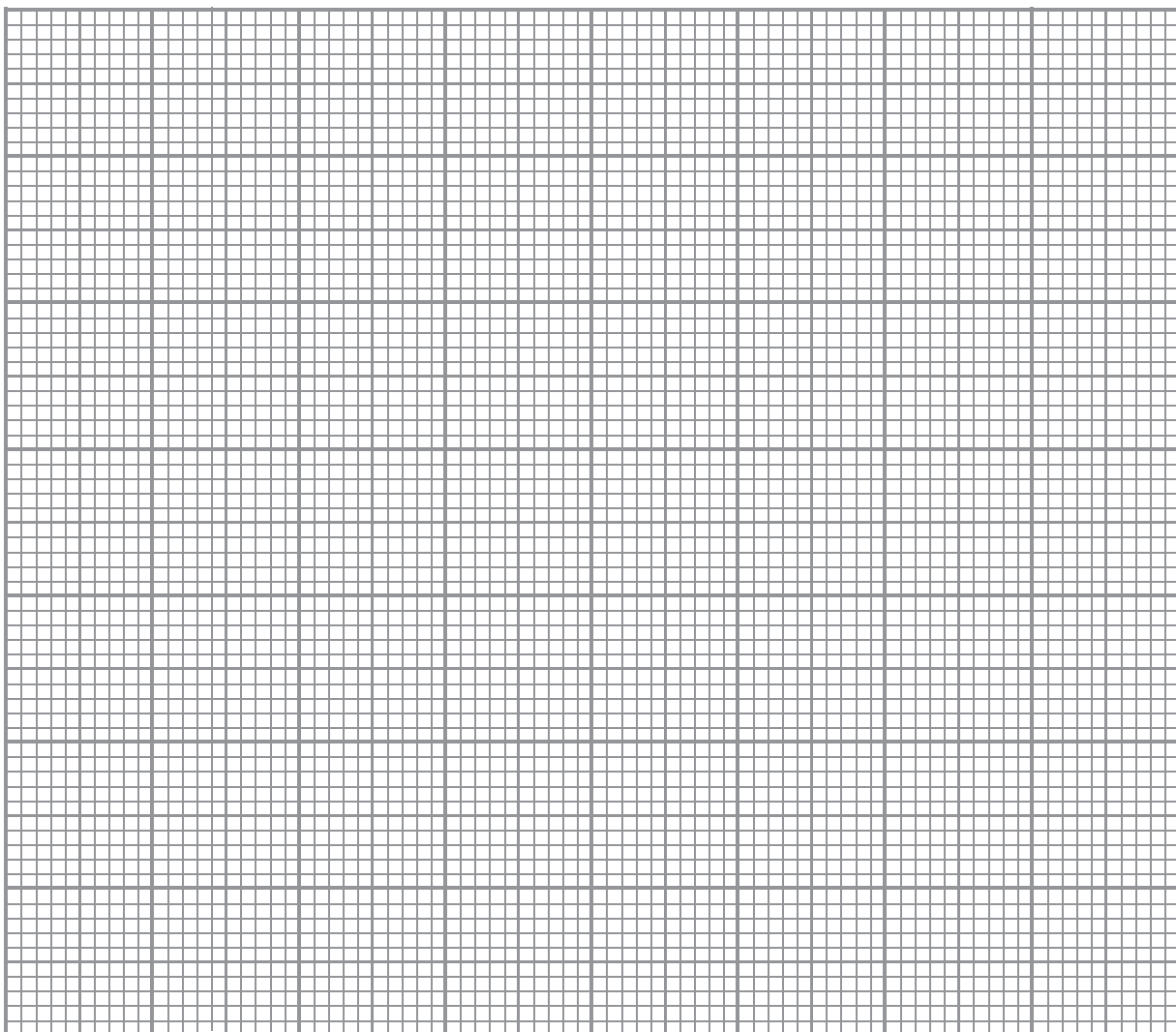
1 .....

2 .....

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

**20** Draw a fully labelled bar chart to show the following national sales figures for tool products.

<b>Month</b>	<b>Hammers</b>	<b>Screwdrivers</b>	<b>Drills</b>
January	2000	3500	1200
February	2500	4000	1800
March	3500	4600	2000
April	4000	4200	2500



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

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**TOTAL FOR PAPER = 100 MARKS**

**ROUGH NOTES**

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