

Pearson LCCI

Certificate in Marketing

Level 2

Tuesday 18 November 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 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 Identify **five** elements of behavioural segmentation.

- 1
- 2
- 3
- 4
- 5

(Total for Question 1 = 5 marks)

2 (a) Identify **three** roles of a media independent agency.

(3)

- 1
- 2
- 3

(b) Give **two** reasons why agencies should be given information on a need to know basis.

(2)

- 1
- 2

(Total for Question 2 = 5 marks)

3 Give **five** roles of packaging.

- 1
- 2
- 3
- 4
- 5

(Total for Question 3 = 5 marks)

4 Marketing is one function within an organisation.

Identify **five** other functions that marketing will need to interact with in an organisation.

- 1
- 2
- 3
- 4
- 5

(Total for Question 4 = 5 marks)

5 Complete the following. Objectives have to be:

S =

M =

A =

R =

T =

(Total for Question 5 = 5 marks)

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

1

2

3

4

5

(Total for Question 6 = 5 marks)

7 Identify **five** marketing tactics that could be used during the launch stage for a new hair shampoo.

- 1
- 2
- 3
- 4
- 5

(Total for Question 7 = 5 marks)

8 Using the comparison of the **7 Ps** with the **7 Cs**, if Price = Cost, complete the following:

Place = C.....

P..... = Communication

Product = C.....

P..... = Coordination

Physical evidence = C.....

(Total for Question 8 = 5 marks)

9 (a) Give a definition of **sales promotion**.

(2)

-
-
-

(b) Give **three** examples of sales promotions that could be offered by a restaurant.

(3)

- 1
- 2
- 3

(Total for Question 9 = 5 marks)

10 (a) Give a definition of a **Key Account Manager**.

(1)

.....

.....

.....

.....

(b) Identify **four** roles of a Key Account Manager.

(4)

1

2

3

4

(Total for Question 10 = 5 marks)

11 Briefly explain what is meant by the following terms as methods of entering international markets.

(i) Licensing

(3)

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.....

(ii) Wholly-owned subsidiary

(2)

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.....

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.....

(Total for Question 11 = 5 marks)

12 (a) Describe the role of a gatekeeper in a decision-making unit (DMU).

(2)

.....

.....

.....

.....

(b) Give **three** activities of the purchaser in a DMU.

(3)

1

.....

.....

2

.....

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3

.....

.....

(Total for Question 12 = 5 marks)

13 Complete the following definition of marketing:

Marketing is the process that
identifies, and
customers' at a

(Total for Question 13 = 5 marks)

14 Underline five examples of the P for process from the following list.

- staff uniforms telephone ordering knowledgeable staff carpeted floors
- friendly staff self-service checkouts customer complaint desk
- background music pay by credit card company logo
- colour of the walls changing rooms

(Total for Question 14 = 5 marks)

15 Identify the **5 Ws** of a news release.

- 1
- 2
- 3
- 4
- 5

(Total for Question 15 = 5 marks)

16 Draw a fully labelled diagram to illustrate what is meant by break-even point.

(Total for Question 16 = 5 marks)

19 Briefly explain the differences between a traditional wholesaler and a cash and carry outlet.

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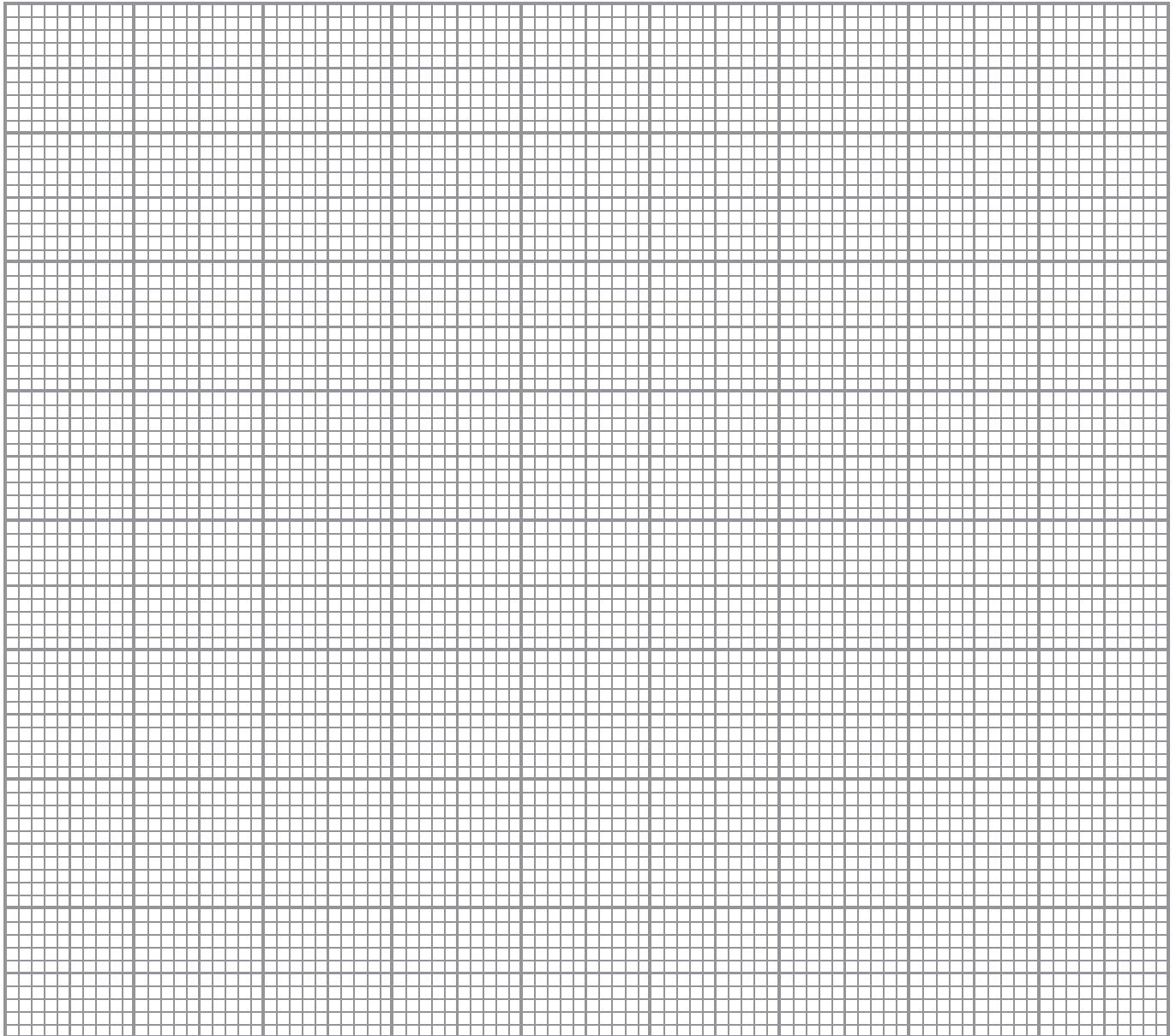
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(Total for Question 19 = 5 marks)

20 Using the graph paper supplied, draw a fully labelled bar chart to show the following sales revenues.

Month	Territory 1	Territory 2	Territory 3
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

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