



SECTION A

Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 (a) Which **one** of these is a B2B distribution channel? (1)

- A Wholesaler
- B Consumer
- C Distributor
- D Retailer

(b) Which **one** of these augments product value? (1)

- A Durability
- B Warranty
- C Packaging
- D Image

(c) Which **one** of these is **not** an element of SMART object setting? (1)

- A Specific
- B Time-bound
- C Relevant
- D Manageable

(d) Which **one** of these is a Qualitative Measure of the success of a marketing activity? (1)

- A Market share
- B Sales revenue
- C Customer loyalty
- D New sales

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(e) Which **one** of these is a Secondary Data source?

(1)

- A** Interview
- B** Omnibus studies
- C** Newspapers
- D** Survey

(Total for Question 1 = 5 marks)

**2** State **two** external stakeholders.

1 .....

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(Total for Question 2 = 2 marks)

**3** Explain what is meant by the term 'value'.

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(Total for Question 3 = 2 marks)

**4** State what is meant by the term 'B2C'.

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(Total for Question 4 = 1 mark)

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5 Explain the term 'Glocalisation'.

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(Total for Question 5 = 2 marks)

6 Give **two** elements of the Product Life Cycle.

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(Total for Question 6 = 2 marks)

7 State **two** pricing strategies.

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(Total for Question 7 = 2 marks)

8 Explain the term 'qualitative research'.

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(Total for Question 8 = 2 marks)

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9 (a) What is meant by the term 'Quota Sampling'?

(2)

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(b) Give **one** factor to be considered when selecting this sampling technique.

(1)

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**(Total for Question 9 = 3 marks)**

10 Give **one** example of a Customer/Consumer Group used in market segmentation.

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**(Total for Question 10 = 1 mark)**

11 What is meant by the term corporate social responsibility (CSR).

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**(Total for Question 11 = 2 marks)**



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12 Explain the following:

(a) statutory regulations

(2)

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(b) a code of conduct.

(2)

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**(Total for Question 12 = 4 marks)**

13 Give **two** examples of actions that a business can take to avoid illegal or unethical advertising.

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**(Total for Question 13 = 2 marks)**

**TOTAL FOR SECTION A = 30 MARKS**

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**SECTION B**

Read the following information before answering questions 14(a) to 14(d).

14 You are a business advisor for a company that manufactures specialist candles and wishes to expand its sales internationally.

<b>Business</b>	Light-the-Way
<b>Business type</b>	Candle manufacturer Some retail through wholesalers Not a computer oriented business
<b>Business operations</b>	One factory in one country
<b>Product</b>	10 types of candles, range from expensive scented candles to low cost basic candles
<b>Competition</b>	Increasing in the expensive scented range at home More companies in the market especially small home/niche businesses
<b>Pricing</b>	Mix of pricing strategies depending on candle type Manufacturing costs increasing
<b>Objectives</b>	Move into international markets Targeting type of candle to specific markets Entering international markets for the first time

(a) Explain **two** reasons why a company may wish to enter international markets.

(4)

1 .....

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2 .....

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(b) State **six** suitable methods available for a business to enter international markets.

(6)

1 .....

2 .....

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4 .....

5 .....

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(c) Analyse **three** possible methods that Light-the-Way could use to enter international markets.

(9)

Method 1

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Method 2

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Method 3

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Conclusion

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(d) State the most suitable method to enter new markets for Light-the-Way.

(1)

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**(Total for Question 14 = 20 marks)**

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Read the following information before answering questions 15(a) to 15(c).

<b>Business</b>	Kitchen to Go
<b>Business type</b>	Manufacturer and retailer Electrical kitchen products Stores nationwide Well-presented stores and experienced staff
<b>Products</b>	Range of kitchen products, cookers, microwave ovens and fridges
<b>Pricing</b>	Competitive
<b>Objectives</b>	Look to diversify into more designer kitchen products of high quality High quality branded kitchen products Look to become a brand leader
<b>Marketing objectives</b>	New market segments New pricing strategy

15 (a) Explain **three** criteria that can be used to assess the viability/suitability of a new market segment.

(6)

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Kitchen to Go's objective to diversify its product range may require it to enter new markets.

- (b) Evaluate which market type would be the most suitable for Kitchen to Go to enter.

(8)

Current market type

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New market type 1

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New market type 2

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(c) Explain a pricing strategy suitable for Kitchen to Go to use in its new market.

(2)

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**(Total for Question 15 = 16 marks)**

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Read the following information before answering questions 16(a) and 16(b).

16 You are a Marketing Assistant in the Marketing Department at Out-House, a chain of retail shops selling camping and outdoor activity equipment and clothes.

<b>Business</b>	Out-House
<b>Business operations</b>	A chain of retail shops nationwide Stock is held in each retail shop Computerisation and automation of sale in use in and across the shops
<b>Business objectives</b>	Increase market share Maximise return Improve brands awareness Increase the number of customers entering the shops (footfall) Increase customer base
<b>Products</b>	Camping and outdoor equipment Specialist outdoor clothing
<b>Online</b>	No online presence at this time

Out-House wants to produce a new marketing strategy for the next two years.

(a) Create a marketing plan for Out-House giving **two** possible strategies for each of the 4 Ps of the basic marketing mix.

(8)

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P .....

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P.....

1 .....

2 .....

P.....

1 .....

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(b) Create an appropriate tactical plan to enable Out-House to implement its strategy, giving **two** possible tactics for each 'P' identified in 16 (a)

(8)

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Read the following information before answering questions 17(a) and 17(b).

17 You are employed as a marketing consultant for MARCON and you have been asked to explain the statutory and ethical issues that impact on marketing and advertising activities.

<b>Business</b>	MARCON – Marketing Consultants
<b>Business function</b>	Marketing and advertising support for businesses
<b>Business objectives</b>	High quality marketing and advertising Showing a corporate social and responsible (CSR) commitment
<b>Clients</b>	Clients selling a range of sugar based products
<b>Pricing</b>	Competitive and negotiable

(a) Explain **three** ethical and/or legal issues that impact on a business's pricing policy. (6)

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(b) MARCON has also been asked to provide the client with guidance on appropriate advertising for its product.

Write a **report** to your Managing Director using the three ethical and/or legal issues identified in 17 (a).

The report should include an evaluation of the potential impact on MARCON's clients for not following ethical or legal advertising requirements.

Recommend suitable options for the client in respect of appropriate advertising of its product.

(12)

Use the headings to structure your answer.

Evaluation of the impact of the issues on MARCON's clients

Area with horizontal dotted lines for writing the answer.

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Recommend suitable advertising guidance for the client on advertising its product

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**(Total for Question 17 = 18 marks)**

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**TOTAL FOR SECTION B = 70 MARKS**  
**TOTAL FOR PAPER = 100 MARKS**

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