

Write your name here

Surname

Other names

**Pearson**  
**Edexcel GCE**

Centre Number

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Candidate Number

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# Applied Business

## Unit 10: Marketing Decisions

Monday 12 June 2017 – Afternoon  
**Time: 1 hour 30 minutes**

Paper Reference

**6925/01**

**You do not need any other materials.**

Total Marks

### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

### Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (\*) are ones where the quality of your written communication will be assessed  
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Pearson



(b) Explain in which segment of the Ansoff Matrix *Virgin Cruises* should be placed as part of *Virgin Group's* product portfolio.

(6)

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(Total for Question 1 = 11 marks)



**\*2** Using SWOT analysis, evaluate *Virgin Group's* decision to enter the cruise market.

(11)

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

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4

Part of the research for the CLIA report used the 2014 North American Cruise Market Profile Survey. The 2014 survey was drawn from a panel of more than one million households, using an online survey conducted between 12–26 August. It collected data from 1,600 US and Canadian residents who were travellers aged 25 or older with an annual household income of more than \$40 000.

**Figure 2**

(a) What was the sample frame for the 2014 survey?

(3)

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(b) Considering the way the survey was carried out, analyse how useful it would have been to *Virgin Cruises* as it made its decision to enter the cruise market.

(8)

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**(Total for Question 4 = 11 marks)**



Demographic group	Demographic detail	Percentage (%)
Age	25–29	7
	30–39	18
	40–49	26
	50–59	22
	60+	26
Educational Attainment	Graduate	75
Employment Status	Full time	63
	Retired	20
Gender	Male	51
Income	£26 000–£40 000	19
	£40 000–£68 000	35
	£68 000–£135 000	39
	£135 000+	8
Marital Status	Married	78

**Table 1: Cruisers as a percentage by demographic group, 2014**

(Source: adapted from Cruise Market Watch.)

Table 1 shows a demographic profile of people taking cruises in 2014.

(a) (i) What other group might make up the 17% missing from the 'Employment Status' demographic? (1)

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(ii) Why might this group have been left out of the survey? (3)

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\*(b) Consider how a cruise business could use **Table 1** to plan an effective promotional strategy to appeal to the major target markets.

(11)

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(Total for Question 5 = 15 marks)







**Questions 7 and 8 are based upon your own investigations of real marketing campaigns that you have studied during your course.**

**7** Many businesses have changed part of their channel of distribution from selling to consumers in store to selling to consumers online.

With reference to a supermarket, clothes or DIY chain, that has changed its channel of distribution to include the use of online sales, answer the following questions.

Name of the business

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Main product being sold

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(a) Why did the business decide to introduce online selling for its consumers?

(4)

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Selling online creates constraints for a business.

(b) How did the business you selected overcome these constraints?

(6)

Area with horizontal dotted lines for writing the answer to question 7(b).

**(Total for Question 7 = 10 marks)**









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