

Write your name here

Surname

Other names

Centre Number

Learner Registration Number

**Pearson BTEC
Level 1/Level 2
First Certificate**

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Business

Unit 9: Principles of Marketing

Friday 8 January 2016 – Morning
Time: 1 hour 30 minutes

Paper Reference

21325E

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 learner registration 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 50.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

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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SECTION A

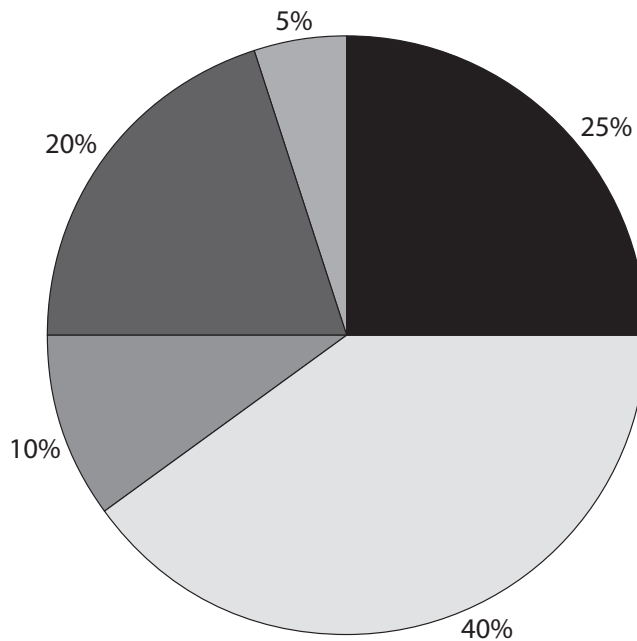
Answer ALL questions.

- 1** What is the name given to the strategy used by a business when it sells a new product using an existing brand name?

.....
.....
(Total for Question 1 = 1 mark)

- 2** This pie chart shows the percentage (%) of a food market held by different companies.

Sales of companies in the food market



What name is given to the percentage of the market held by each business?

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(Total for Question 2 = 1 mark)

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3 *JCB* manufactures goods such as bulldozers. It sells these goods to building companies.

(a) State the name given to goods such as bulldozers.

(1)

.....

.....

(b) *JCB* sells goods to building companies.

Identify this type of market.

(1)

.....

.....

(Total for Question 3 = 2 marks)



4 *Cash for Clothes* is a company that buys old clothes from people and recycles them into other products. The company promotes its services to attract customers.

(a) State **one** example of a type of promotion.

(1)

(b) There are many factors that *Cash for Clothes* needs to consider when opening in a new location. Access to parking is one important factor.

(i) Identify **one** factor, other than access to parking, which should be considered when choosing a location for a business.

(1)

(ii) Explain **one** reason why access to parking is important.

(2)

Cash for Clothes also collects from customers' homes. Other similar recycling companies do not offer this service and so the owners of the business consider it a USP.

(c) Explain **two** reasons why having a USP might be a benefit to *Cash for Clothes*.

(4)

1

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Cash for Clothes has grown during a period of recession.

It buys second-hand clothes from people. It does not pay a premium price for brand name/designer clothes. Some of the clothes that it buys are cleaned and then sold for high prices in second-hand shops. *Cash for Clothes* does not make this known to the public and sells the clothes under a different brand name.

Cash for Clothes is often accused of behaving unethically because many of the people it buys clothes from are unemployed.

- (d) Discuss the potential influence of ethical factors on *Cash for Clothes*' marketing mix.

(8)

(Total for Question 4 = 16 marks)

TOTAL FOR SECTION A = 20 MARKS



SECTION B

Answer ALL questions.

Mayfort Players Theatre Company

For over 100 years, the *Mayfort Players Theatre Company* has entertained people in the city of Mayfort and surrounding areas.

The company has recently expanded, buying an empty theatre to use as its base. The opening of this theatre was heavily promoted through adverts in local and regional newspapers and through the use of posters on buses and billboards in the local area.

The company has no local competitors but many potential customers prefer to visit theatres in London, taking package coach tours. These package tours offer the opportunity to see major stars perform in plays and also offer a pre-show meal in a London restaurant.

The Mayfort Theatre building has a restaurant in the basement. The theatre manager has hired an experienced chef to enable the company to offer customers package deals that include theatre tickets and a meal after the show. Customers who have a meal in the restaurant are encouraged to fill in a customer comment card. Those who do so are sent a voucher giving a 10% discount on their next meal in the theatre restaurant.

Mayfort Players Theatre Company has also set up an ecommerce website that allows customers the chance to book tickets online. When customers visit the website, information is gathered about the pages that they viewed and whether or not they purchased a ticket. Every 10th visitor to the website is asked to complete a short survey. Approximately 10% of the people asked to complete the survey do so.

The theatre manager regularly reads reports about the theatre industry in specialist journals. She also reads reviews of shows in London theatres.

The business is market orientated, using information gathered from customers in order to decide which plays will be booked for the next season. Despite carrying out market research some shows have low sales, sometimes filling less than half of the seats.

The company has a limited promotions budget. Much of the promotion for shows comes from reviews in the local and regional newspapers. The company gives journalists free tickets to see shows in the hope that they will write good reviews. Most of the reviews are good, however when a bad review is published this often leads to low ticket sales.

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5 The theatre manager of the *Mayfort Players Theatre Company* collects a range of different types of market research.

(a) Identify **one** form of secondary research used by the theatre manager. (1)

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.....

(b) Identify **one** form of primary research used by the theatre manager. (1)

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.....

(Total for Question 5 = 2 marks)

6 The *Mayfort Players Theatre Company* is a market orientated business.

(a) Outline what is meant by the term 'market orientated'. (2)

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(b) Describe **one** disadvantage to the company of being market orientated. (2)

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(Total for Question 6 = 4 marks)



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7 The *Mayfort Players Theatre Company* sets a marketing budget.

(a) Outline **two** problems of having a limited promotions budget.

(2)

1

.....

2

.....

The theatre manager wants to use a new method of promotion.

(b) State **two** new methods of promotion that would be appropriate for the company.

(2)

1

2

(Total for Question 7 = 4 marks)



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8 The theatre manager is planning to create a brand for the company.

(a) Outline what is meant by the term 'brand'.

(1)

.....
.....

(b) State **two** ways that the theatre manager could develop a distinctive brand for the *Mayfort Players Theatre Company*.

(2)

1

2

(c) Explain **two** benefits to a business such as the *Mayfort Players Theatre Company* of developing a brand.

(4)

1

2

(Total for Question 8 = 7 marks)



9 The *Mayfort Players Theatre Company* has set up an ecommerce website.

(a) Outline what is meant by the term 'ecommerce'.

(1)

.....

.....

The theatre manager regularly reads reports about the theatre industry in specialist journals. She also reads reviews of shows in London theatres.

She has recently found an article on the BBC News website about the size of the UK theatre industry.

(b) Explain **two** ways she could use market research to help make the *Mayfort Players Theatre Company* successful.

(4)

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