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Pearson BTEC Level 1/Level 2 First Certificate	Centre Number					Learner Registration Number				
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<h1>Business</h1> <h2>Unit 9: Principles of Marketing</h2>										
Tuesday 09 January 2018 – Morning						Paper Reference				
Time: 1 hour 30 minutes						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** The Decline stage is the last of the five stages in the product life cycle.
State the name of the stage immediately before the Decline stage.

.....
.....

(Total for Question 1 = 1 mark)

- 2** A distribution channel can have many stages.
Give the name of the stage between the wholesaler and the consumer.
Write your answer in the box below.



(Total for Question 2 = 1 mark)

- 3** State **one** reason why marketing is important to a business.

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.....

(Total for Question 3 = 1 mark)

- 4** Give **one** method of situational analysis used by a business.

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(Total for Question 4 = 1 mark)

- 5** State **one** type of quantitative data a business could collect.

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.....

(Total for Question 5 = 1 mark)

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(Total for Question 6 = 15 marks)

TOTAL FOR SECTION A = 20 MARKS



SECTION B

Answer ALL questions.

Distinction by Design (DbD)

Distinction by Design (DbD) is a manufacturer of bespoke wooden framed windows. The business logo consists of photographs of products set within the letters *DbD*. This distinctive logo showcases some of the products and this helps potential customers remember *DbD* when they next order windows.

The products are made in a factory on an industrial estate. The building has a small showroom attached where potential customers can see the range of products on offer. In addition to the showroom, the business has a website where customers can view the product range. The website is not a fully functioning e-commerce site but potential customers can submit requests for a design consultation and quotation. They can also read the testimonials left by satisfied customers.

The business currently produces windows in a small range of styles, materials and colours. The owner thinks that by extending the product portfolio he can make the business more profitable. He has started to benchmark *DbD* against similar businesses.

The owner understands the buying behaviour of his customers. He knows the windows are expensive, one-off purchases that appeal to a limited range of customers. The windows will last a long time, so limiting the opportunity for repeat business. This is one reason the owner is considering extending his product range to include uPVC (plastic) windows. These are cheaper and quicker to produce and can be sold at a lower price. Before he makes a decision, the owner needs to know what this different segment of the market is looking for.

7 Distinctive brands usually have eye-catching logos.

State **two other** dimensions of a distinctive brand.

1

2

(Total for Question 7 = 2 marks)

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8 One of the ways that *DbD* currently raises brand awareness is by using a logo.

(a) Identify **two other** ways *DbD* currently raises brand awareness.

(2)

1

2

(b) Give **one** new method *DbD* could use to raise brand awareness.

(1)

.....

Businesses use marketing to help them understand customer needs and therefore increase profits.

(c) State **two other** reasons why *DbD* would use marketing.

(2)

1

2

(Total for Question 8 = 5 marks)

9 The owner of *DbD* is considering extending the product portfolio of the business.

(a) State the meaning of the term 'product portfolio'.

(1)

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.....

(b) Explain **one** potential disadvantage to the business of extending its product portfolio.

(2)

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The owner of *DbD* has started to benchmark his business against others in the same market.

(c) State **two** reasons why a business such as *DbD* should benchmark itself against other businesses.

(2)

1

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2

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(Total for Question 9 = 5 marks)

10 Customers of *DbD* may or may not be the consumer of the products being sold.

Outline the difference between a customer and a consumer.

(2)

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(Total for Question 10 = 2 marks)

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11 One business objective of *DbD* is to increase profits. *DbD* is thinking about extending its product portfolio by introducing a lower-priced range of uPVC windows to help it achieve this objective.

(a) Explain **two** ways an increase in profit could be achieved by extending the current product portfolio.

(4)

1

.....

.....

2

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.....

(b) Explain how *DbD* could use qualitative and quantitative data to reach a decision on expanding its product range.

(i) Qualitative data

(2)

.....

.....

.....

(ii) Quantitative data

(2)

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.....

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.....



The owner of *DbD* is aware that a negative change in the external environment could affect consumer behaviour. This could increase the risk of the proposed expansion.

- (c) Evaluate the potential impact of changes in the economic environment on the marketing mix of the new uPVC range of products.

(8)

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(Total for Question 11 = 16 marks)

TOTAL FOR SECTION B = 30 MARKS

TOTAL FOR PAPER = 50 MARKS



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