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Business

Unit 9: Principles of Marketing

Wednesday 16 May 2018 – Afternoon Time: 1 hour 30 minutes	Paper Reference 21325E
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You do not need any other materials.	Total Marks
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Instructions

- Use **black** ink or ballpoint 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.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Pearson

SECTION A

Answer ALL questions.

1 Name the **first** stage of the product lifecycle.

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(Total for Question 1 = 1 mark)

2 State **one** location factor for a physical business.

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(Total for Question 2 = 1 mark)

3 Give **two** methods of collecting qualitative data.

1

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2

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(Total for Question 3 = 2 marks)

4 Give **one** type of business model.

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(Total for Question 4 = 1 mark)

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5 State what the "O" stands for in the term 'SWOT analysis'.

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(Total for Question 5 = 1 mark)

6 Give **one** example of a capital good.

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(Total for Question 6 = 1 mark)

7 (a) Give **two** benefits to a business of building a distinctive brand.

(2)

1

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2

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(b) Explain **two** reasons why a business would use market research.

(4)

1

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2

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(Total for Question 7 = 6 marks)



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8 *Dunston's* is a small shop selling products, such as gift cards as well as a range of fragile items including novelty candles, small pottery and glass ornaments. *Dunston's* has, in the past, advertised in the local area newsletter and used window displays to promote its products. The owners have decided that they should now develop an e-commerce website in addition to selling goods in the shop.

Discuss the advantages and disadvantages to *Dunston's* of using e-commerce.

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(Total for Question 8 = 8 marks)

TOTAL FOR SECTION A = 21 MARKS



SECTION B

Answer ALL questions.

Little Poppets

Little Poppets is an indoor soft play business catering for children under the age of eight, with a café for adults to relax in while the 'little poppets' enjoy the facilities.

The business has slides, ball pools, zip wires, a car track and climbing ropes. There is also a 'make-a-bear' activity, a laser maze for tag games and a large room for hire for children's parties. There are specific times when the business runs toddler activities for the under-fours.

To help win repeat custom, the focus of the business is on both the adults and the children. The business has a kitchen team who prepare a range of hot and cold food, which the adults can eat in comfort while the children play in safety. Staff are trained and CCTV is also used to ensure children are protected.

There are a number of competitors in the local area. Some of these are part of national chains. The market is quite competitive, which is why *Little Poppets* has a competitive pricing strategy. For a two-hour session on weekdays, the business charges £3.50 before 3pm and £5.00 after 3pm. Weekend sessions are £6.00 for two hours. It opens seven days a week from 10 am to 6.30 pm.

Some competitors charge a lower price but increase this during school holidays when demand for places is higher. To help them compete, *Little Poppets* is considering offering a discount pass, where children can visit and play as many times as they like throughout the summer holidays for a one-off payment of £50.

Little Poppets is planning on:

- renovating the toddlers' play area
- providing a sports court with artificial grass for children over the age of eight years
- expanding the range of activities to include dance classes, baby mornings, 'messy play' and baking for toddlers.

The business advertises through the local press, leaflet drops in advance of seasonal events and through its own and others' websites. *Little Poppets* is planning to increase its advertising budget and do more online promotion to help develop its brand personality.

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9 State **two** reasons why marketing is important to a business.

1

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2

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(Total for Question 9 = 2 marks)

10 Identify **three** methods of promotion a business could use.

1

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2

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3

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(Total for Question 10 = 3 marks)

11 The owners of *Little Poppets* plan to set some SMART marketing objectives.

State what the 'R' stands for in SMART.

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(Total for Question 11 = 1 mark)



12 *Little Poppets* operates in the services market.

(a) Identify **one** other type of market.

(1)

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(b) *Little Poppets* is a market orientated business.

Identify the other type of orientation.

(1)

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(Total for Question 12 = 2 marks)

13 (a) State **one** dimension of a brand.

(1)

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(b) State **two** ways *Little Poppets* could benchmark themselves against their competitors.

(2)

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(Total for Question 13 = 3 marks)

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QUESTION 14 BEGINS ON THE NEXT PAGE.



14 One of *Little Poppets* corporate objectives is to increase its market share.

(a) Explain how **two** of the planned marketing activities, other than setting competitive prices, could help *Little Poppets* to achieve this corporate objective.

(4)

1

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2

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Little Poppets aims to offer competitive prices.

(b) Explain how setting prices below those of its competitors could lead to an increase in *Little Poppets*' revenue.

(2)

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(c) Explain **one** potential disadvantage of *Little Poppets* setting prices below that of its competitors.

(2)

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(Total for Question 15 = 8 marks)

TOTAL FOR SECTION B = 29 MARKS

TOTAL FOR PAPER = 50 MARKS



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