

Please check the examination details below before entering your candidate information

Candidate surname

Other names

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

Centre Number

--	--	--	--	--	--	--

Learner Registration Number

--	--	--	--	--	--	--	--	--	--

**Wednesday 9 January 2019**

Morning (Time: 1 hour 30 minutes)

Paper Reference **21325E**

**Business**

**Unit 9: Principles of Marketing**

**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 ►

P56431RA

©2019 Pearson Education Ltd.

1/1/1/1/1/1



P 5 6 4 3 1 R A 0 1 1 6



Pearson

**SECTION A**

**Answer ALL questions.**

- 1** Qualitative data is one type of data.  
State the other type of data.

(Total for Question 1 = 1 mark)

- 2** State **one** way a business uses marketing.

(Total for Question 2 = 1 mark)

- 3** State what 'S' stands for in SWOT.

(Total for Question 3 = 1 mark)

- 4** SWOT is one situational analysis model.  
State **one other** situational analysis model.

(Total for Question 4 = 1 mark)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



5 State **two** methods of collecting primary research data.

1 .....

.....

2 .....

.....

(Total for Question 5 = 2 marks)

6 Give **one** example of 'above the line' promotion.

.....

.....

(Total for Question 6 = 1 mark)

7 One type of market is the consumer goods market.

(a) State the **other** type of goods market.

(1)

.....

.....

(b) Explain **one** difference between the market identified in 7(a) and the consumer goods market.

(2)

.....

.....

.....

.....

(Total for Question 7 = 3 marks)



P 5 6 4 3 1 R A 0 3 1 6

8 *Upcycle* is a craft business that makes jewellery from old coins. This is an example of a niche market. The business sells its products online and in local markets. Customers select products from a catalogue, or they can order 'custom-made' jewellery to suit their own requirements.

Catalogue products are sold on a 'cost plus' basis. Custom-made jewellery is sold using a 'skimming' strategy. *Upcycle* also provides a gift wrapping service for all products sold.

(a) State the meaning of the term 'niche market'.

(1)

.....

.....

(b) Explain **one** benefit of selling into a 'niche market'.

(2)

.....

.....

.....

(c) (i) State the meaning of the term 'augmented product'.

(1)

.....

.....

(ii) State **one** way in which *Upcycle* currently augments its product range.

(1)

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



(d) State **two other** ways *Upcycle*'s products could be augmented.

(2)

1 .....

.....

2 .....

.....

*Upcycle* uses both 'cost plus' and 'skimming' pricing strategies.

(e) Discuss the advantages and disadvantages for *Upcycle* of using a skimming strategy for its 'custom-made' products.

(8)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



P 5 6 4 3 1 R A 0 5 1 6

Handwriting practice area with 20 horizontal dotted lines.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Handwriting practice area with 20 horizontal dotted lines.

(Total for Question 8 = 15 marks)

**TOTAL FOR SECTION A = 25 MARKS**



**SECTION B**

**Answer ALL questions.**

**9** The distribution channel is part of the 4 Ps of the marketing mix.

(a) State which 'P' in the marketing mix includes the distribution channel.

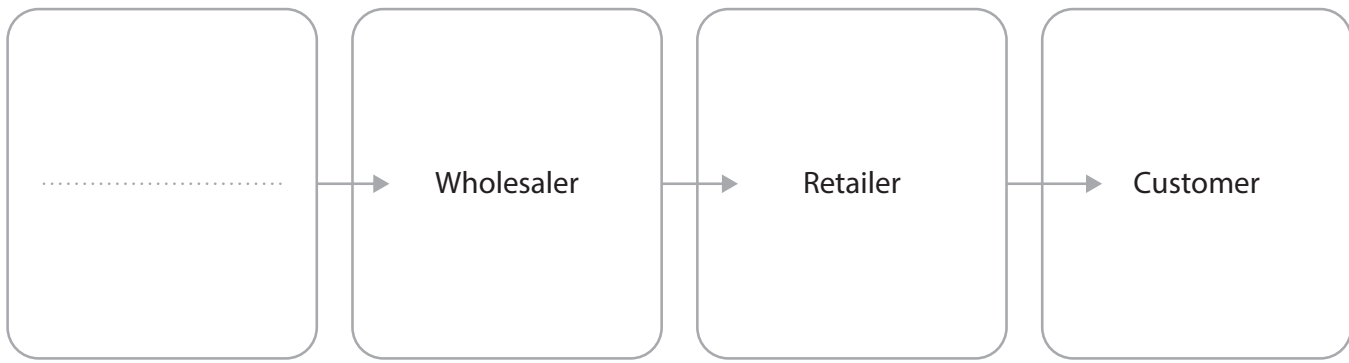
(1)

.....  
.....

(b) Give the name of the stage before wholesaler in the distribution channel.

Write your answer in the blank box below.

(1)



**(Total for Question 9 = 2 marks)**

**10** State **two** stages of the product life cycle.

1 .....

2 .....

**(Total for Question 10 = 2 marks)**



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Please read this scenario before answering the questions that follow.

**M&R Research**

*M&R Research* is an internet-based marketing company. Its USP is that it specialises in monitoring and analysing social media to optimise the performance of its clients' advertising messages. It also helps clients to develop viral marketing campaigns.

*M&R Research* can identify a target market for a product and the competitors already operating in that market. It can undertake a situational analysis and identify market trends, including the total value of the market. For example, *M&R Research* has carried out research that suggests 18–30 year olds are more likely to use mobile devices when they go online. However, older individuals are more likely to access the internet using laptop computers. This information allows *M&R Research* to design promotional messages aimed at the device used by the target segment.

*M&R Research* knows that a visually attractive and informative website can lead to increased sales and market share for its clients. By providing well-written content using a wide range of key words, it makes sure that its clients' messages reach the widest target market.

An essential part of internet marketing is the analysis of data from a range of sources including social media and competitor websites and campaigns. Data collected includes:

- the number of views a site receives
- how long people stay on the site
- whether the sales volumes increase as a result of a specific marketing campaign.

This information allows the client to evaluate the success of a campaign, and helps identify less successful campaigns. This prevents mistakes being made with future campaigns.

11 (a) Identify **one** source of data used by *M&R Research*.

(1)

.....

.....



(b) Identify the purpose of **two** pieces of data collected by *M&R Research* for its clients.

(2)

1 .....

2 .....

**(Total for Question 11 = 3 marks)**

**12** (a) State what the 'U' stand for in USP.

(1)

.....

(b) State the meaning of the term 'market size'.

(1)

.....

(c) State the meaning of the term 'market share'.

(1)

.....

**(Total for Question 12 = 3 marks)**

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



13 *M&R Research* helps its clients to develop viral marketing campaigns.

(a) State the meaning of the term 'viral marketing'.

(1)

.....

.....

(b) Give **two** ways that viral marketing can be used by the clients of *M&R Research*.

(2)

1 .....

.....

2 .....

.....

(c) Explain **two** benefits of using situational analysis when making marketing decisions.

(4)

1 .....

.....

.....

.....

2 .....

.....

.....

.....

(Total for Question 13 = 7 marks)

---

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



**14** Clients of *M&R Research* are businesses that want to increase the effectiveness of their marketing campaigns. This means *M&R Research* operates in a business to business (B2B) market.

Analyse how operating in a B2B market could impact on the marketing activities of *M&R Research*.

(8)

Area with horizontal dotted lines for writing an answer.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Large writing area with horizontal dotted lines.



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

**(Total for Question 14 = 8 marks)**

**TOTAL FOR SECTION B = 25 MARKS**  
**TOTAL FOR PAPER = 50 MARKS**



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

**BLANK PAGE**



P 5 6 4 3 1 R A 0 1 5 1 6

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

**BLANK PAGE**

