

Please check the examination details below before entering your candidate information

Candidate surname

Other names

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

Centre Number

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Learner Registration Number

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**Thursday 16 May 2019**

Afternoon (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.
- 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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**SECTION A**

**Answer ALL questions.**

**1** State what 'P' stands for in PESTLE.

.....

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

**2** (a) State what 'W' stands for in SWOT.

(1)

.....

PESTLE and SWOT are types of analysis.

(b) State the name of this type of analysis.

(1)

.....

.....

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

**3** (a) State the meaning of the term 'qualitative data'.

(1)

.....

.....

(b) Give **one** example of qualitative data.

(1)

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.....

**(Total for Question 3 = 2 marks)**

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4 Give the name of the part of the marketing mix related to getting products to customers.

.....  
.....

(Total for Question 4 = 1 mark)

5 State the meaning of the term 'mass market'.

.....  
.....

(Total for Question 5 = 1 mark)

6 There are a number of stages in a product life cycle.

(a) State what is meant by the 'growth stage' of the product life cycle.

(1)

.....  
.....

(b) Give **two** features of the 'maturity stage' of the product life cycle.

(2)

1 .....  
.....

2 .....  
.....

(Total for Question 6 = 3 marks)

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7 *Desirable Dishes* is a pastry and dessert making business.

It is run by the owner who employs one part-time member of staff. It offers a range of different pastries, desserts and made-to-order cakes for special occasions such as birthdays and weddings. All the products are made at home in the family kitchen.

*Desirable Dishes* does not have a shop. It sells products at local weekend markets. The business does not do much advertising. It relies on word of mouth recommendations from existing customers.

Orders can be placed at the markets, online or by telephone. Orders are delivered free to customers within five miles of the family home.

(a) State **one** benefit to its customers of *Desirable Dishes* offering an online ordering service.

(1)

*Desirable Dishes* offers a free delivery service within five miles of the family home.

(b) Complete this table.

(2)

- (i) In Column A, state **one** disadvantage for the business of offering free delivery.
- (ii) In Column B, state the reason why your response in Column A is a disadvantage for the business.

Column A	Column B

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The business relies on word of mouth recommendations from existing customers. The owner is now considering increasing its marketing budget.

(c) Complete this table.

(4)

- (i) In Column A, state what this will allow the business to do.
- (ii) In Column B, state the impact this will have on the business.

	<b>Column A</b>	<b>Column B</b>
<b>Reason for increasing marketing budget</b>	<b>What this will allow the business to do</b>	<b>Impact on the business</b>
To communicate effectively with the public		
To understand customer needs		



*Desirable Dishes* currently has no shop from which to sell its products. The owner believes opening a shop would be a good way to expand the business.

- (d) Discuss the advantages and disadvantages for *Desirable Dishes* of opening a shop in a busy location.

(8)

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**(Total for Question 7 = 15 marks)**

**TOTAL FOR SECTION A = 25 MARKS**





**SECTION B**

**Answer ALL questions.**

***Healthy U***

*Healthy U* is a fitness centre in a busy location.

It offers potential customers a free health and fitness assessment that ensures every customer has an individual fitness plan. There are different levels of membership including weekdays only, any time, and partner membership for two people.

Membership fees can be paid annually or monthly, but recently the number of members rejoining has reduced. The owner believes this is because *Healthy U* charges the same membership fee as its competitors.

There are a number of options *Healthy U* can use to overcome its competition. One option is to develop a distinctive brand for the business.

Another option is to offer incentives to members who rejoin. The incentives could include free coffee or free cinema vouchers. These incentives would increase business costs but motivate members to rejoin.

*Healthy U* is also thinking about offering a free smartwatch to returning members who buy a two-year membership and who also pay annually. *Healthy U* believes these incentives will give the business a unique selling point (USP).

**8** (a) State the meaning of the term 'customer'. (1)

.....

.....

Brands use symbols or images to make them more recognisable.

(b) State the name of this type of symbol or image. (1)

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**(Total for Question 8 = 2 marks)**

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9 (a) State the meaning of the term 'unique selling point (USP)'. (1)

.....

.....

*Healthy U* believe its incentive scheme would give it a USP.

(b) Give **one other** example of a USP for a business. (1)

.....

.....

Before introducing the incentive scheme, *Healthy U* decides to collect data about its customers.

(c) State **two** methods of collecting customer data. (2)

1 .....

.....

2 .....

.....

(Total for Question 9 = 4 marks)

10 (a) Identify the pricing strategy used by *Healthy U*. (1)

.....

.....

(b) State the name of **one other** pricing strategy. (1)

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(c) *Healthy U* plans to invite local businesses to sign up their employees at a special rate. This means that *Healthy U* will be selling in a Business to Business market as well as a Business to Consumer market.

Complete this table.

(4)

- (i) In Column A, state **two** implications of this action for the business.
- (ii) In Column B, state the reason for each implication given in Column A.

	Column A	Column B
1		
2		

(Total for Question 11 = 7 marks)

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**(Total for Question 12 = 8 marks)**

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

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