

Please check the examination details below before entering your candidate information

Candidate surname

Other names

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

Centre Number

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Learner Registration Number

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Thursday 9 January 2020

Morning (Time: 1 hour 30 minutes)

Paper Reference(s) **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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Pearson

SECTION A

Answer ALL questions.

1 State what 'S' stands for in SMART.

.....

(Total for Question 1 = 1 mark)

A business sells its products in a small, specialised market.

2 State the name of this type of market.

.....

(Total for Question 2 = 1 mark)

3 Give **two** reasons why marketing is important to businesses.

1

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2

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(Total for Question 3 = 2 marks)

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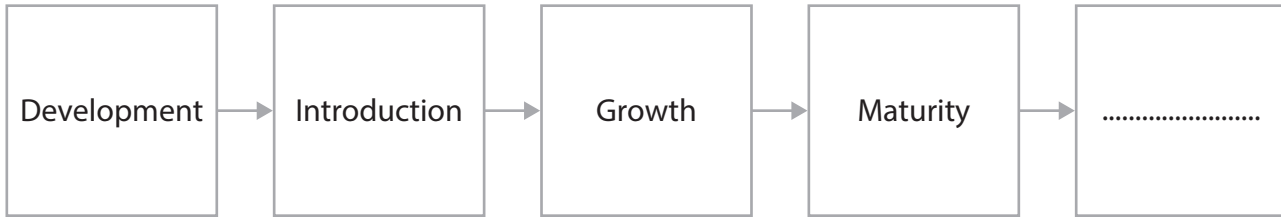
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4 Complete the product life cycle by writing the name of the stage after maturity in the box.



(Total for Question 4 = 1 mark)

5 (a) Give **two** purposes of market research.

(2)

1

2

(b) State **two** sources of external market research data.

(2)

1

2

(Total for Question 5 = 4 marks)



6 Explain **one** use of qualitative data.

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(Total for Question 6 = 2 marks)

7 (a) State **one** social impact that can affect a business.

(1)

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.....

(b) State how the impact identified in **7(a)** would change the marketing mix.

(1)

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(Total for Question 7 = 2 marks)

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Please read this scenario before answering the questions that follow.

Joseph's Restaurant

Joseph's is a restaurant that serves Italian and other European food. It is popular with its target market of people in the local community.

The business works hard to maintain and increase its market share. It benchmarks itself against competitors and uses social media to identify market trends.

The restaurant is a very popular location for functions such as birthday parties and it has tables and seats for 50 people.

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

.....

.....

(b) State the meaning of the term 'market trend'. (1)

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.....

(c) Explain **one** benefit to a business of increasing its market share. (2)

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(Total for Question 8 = 4 marks)

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(Total for Question 9 = 8 marks)

TOTAL FOR SECTION A = 25 MARKS



SECTION B

Answer ALL questions.

Read the following information before answering questions 10 to 15.

Barron's

Barron's is a long-standing family business. It is a high street store that has been trading for over 80 years. The business has become a well-known and distinctive brand.

The business sells leading British brands. It has a good reputation for offering excellent customer service. It has a large product portfolio, including clothing for men, women and children as well as bags, wallets, purses and jewellery. It also sells homeware such as furniture and kitchen accessories. It continues to add new products to its portfolio on a regular basis and advertises these products in a brochure that it sends out to customers.

The store offers a free gift-wrapping service to its customers.

As part of its promotional mix *Barron's* has a reward programme. It offers a loyalty card scheme where customers gain a point for every £1 they spend. Once they have 500 points, they receive a £20 voucher to spend in store.

At present *Barron's* has a website where customers can browse products, but the website does not have an online purchasing facility. The owners feel that it is time to allow customers to purchase online. They plan to use market research to carry out a situational analysis.

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10 Identify the type of market that *Barron's* operates in.

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(Total for Question 10 = 1 mark)

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

(1)

.....

.....

Barron's owners believe the free gift-wrapping service gives the business a USP.

(b) State what the 'S' stands for in USP.

(1)

.....

Barron's sends out brochures to its customers.

(c) State the name of this type of promotion.

(1)

.....

Barron's is a distinctive brand.

(d) State **two** benefits to a business of having a brand.

(2)

1

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2

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(Total for Question 11 = 5 marks)

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12 (a) Give **two** methods of collecting primary market research data.

(2)

1

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2

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Barron's is going to carry out a situational analysis.

(b) State **one** type of situational analysis.

(1)

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(c) Explain **one** benefit to a business of using situational analysis.

(2)

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(Total for Question 12 = 5 marks)

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13 State **two** pricing strategies a business could use when introducing new products.

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2

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(Total for Question 13 = 2 marks)

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Selling online is an example of e-commerce.

Barron's would like to start selling its goods online.

14 Explain **two** benefits to a business of selling online.

1

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2

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(Total for Question 14 = 4 marks)

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As part of its marketing mix *Barron's* offers a loyalty card scheme to customers.

15 Discuss the **advantages** and **disadvantages** for *Barron's* of offering a loyalty card scheme to its customers.

(8)

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(Total for Question 15 = 8 marks)

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



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