

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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Wednesday 6 January 2021

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 ►

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Pearson

SECTION A

Answer ALL questions.

1 State **two** of the four 'Ps' of the marketing mix.

1

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2

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(Total for Question 1 = 2 marks)

2 State the meaning of the term 'consumer'.

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(Total for Question 2 = 1 mark)

3 Give **two** reasons why a business would use marketing.

1

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2

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(Total for Question 3 = 2 marks)

4 State the meaning of the term 'niche market'.

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(Total for Question 4 = 1 mark)

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Read the following information before answering questions 6 to 9.

Solis Garden Services

Solis Garden Services is a new gardening business for customers in countryside locations. The owners have worked hard to get new customers by using flyers to promote the business. The business logo, the price list and endorsement from local celebrities are on the flyers.

The owners of *Solis Garden Services* plan to launch a series of new services as a way to meet customer needs and increase bookings. However, they have been told that they should research the market before trying to grow the business further.

The owners have identified a number of competitors in the area. They want their business to offer different services from other businesses so that it grows and succeeds.

6 Identify **one** brand dimension used by *Solis Garden Services*.

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(Total for Question 6 = 1 mark)

7 (a) State what 'T' stands for in SWOT.

(1)

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(b) Give **two** external economic factors that may impact on a business.

(2)

1
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2
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(Total for Question 7 = 3 marks)



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The owners of *Solis Garden Services* have found out that there are several smaller and larger competitors in the area.

8 Explain **two** benefits of a business knowing the activities of its competitors.

1

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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 14.

Hogan's Subs

Hogan's Subs is a sandwich shop providing pre-packed and made-to-order sandwiches to take away. Last year the owners tried to supply sandwiches to local businesses, but they found this service too challenging. Now they only offer over-the-counter sales.

Over the past few months, the business has had fewer customers and sales on its existing products have reduced. The owners have identified that they need to launch a marketing campaign to improve the profitability of the business.

They have set a number of SMART objectives that they hope the campaign will achieve. One of these objectives is to launch a new range of themed sandwiches linked to the local market. The owners know that to compete with other businesses they will need to use new promotional channels/methods including social media.

To support a growth in customers and profitability, the owners have considered launching their new range with a low price before increasing the price over time. However, they are not sure if this launch is the best option. The owners plan to use market research to support them in their decision making.

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10 (a) State the meaning of the term 'profitability'.

(1)

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(b) State the type of market *Hogan's Subs* is operating in.

(1)

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(c) (i) State what 'M' stands for in SMART.

(1)

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(ii) State what 'R' stands for in SMART.

(1)

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(Total for Question 10 = 4 marks)

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The owners of *Hogan's Subs* are planning to expand the number of sandwiches and other products that they offer to customers.

11 (a) State the term used to describe the collection of products offered by a business. (1)

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(b) State the **two** stages of the product life cycle that apply to *Hogan's Subs* new range of themed sandwiches. (2)

1

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(Total for Question 11 = 3 marks)

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12 (a) Give **two** benefits to *Hogan's Subs* of using qualitative research.

(2)

1

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2

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(b) Explain **two** reasons why *Hogan's Subs* should carry out market research.

(4)

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(Total for Question 12 = 6 marks)

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Hogan's Subs has been advised to use social media to promote the business.

13 Explain **two** benefits to a business of using social media as a method of promotion.

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(Total for Question 13 = 4 marks)

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The owners of *Hogan's Subs* have recognised the need to implement a clear pricing strategy so that they can compete with other businesses. The owners feel that a penetration pricing strategy is the best option.

14 Discuss the **advantages** and **disadvantages** of *Hogan's Subs* using a penetration pricing strategy.

(8)

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(Total for Question 14 = 8 marks)

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

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