





Marketing Test

Name:.....

3. Which **two** of the following are most likely to be **multinational** businesses?

[2]

Tick two boxes only.

| | | | |
|--|--|--|--|
| <p>Mobile phone manufacturer</p>  | | <p>Oil refining company</p>  | |
| <p>Shoe repairer</p>  | | <p>A national chain of electrical stores</p>  | |

Market research shows that 4.3 million people in the United Kingdom enjoy horse riding. With so many people taking part in the activity, Sam and Mary are thinking of expanding their business by buying and equipping the shop next door.



(b) Suggest and describe **two** types of market research Sam and Mary could use to find out if they should expand their business. [4]

(i)

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(ii)

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(d) Suggest and evaluate how Sam and Mary can use the marketing mix (the 4 Ps) to encourage customers to use their business. [10]

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The Dyson brand is very important to James Dyson. He has gone to great efforts to protect his brand and technologies.

(d) (i) What is meant by the term brand? [1]

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(ii) Why do businesses such as Dyson Ltd brand their products? [3]

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3. Suggest and explain **two** reasons why packaging is important to manufacturers of food products. [4]

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Dyson Ltd sells products in over 50 countries.

(e) Consider the advantages **and** disadvantages to businesses which want to **sell** their products abroad. [8]

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2. Which **three** of the following have happened as a result of the United Kingdom's membership of the European Union? [3]

*Tick **three** boxes only.*



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| It has become harder to travel between European Union countries | 1 |
| No customs duties are paid when moving goods between European Union countries | 2 |
| There are barriers to trade between British and European Union businesses | 3 |
| There is more trade with other European Union countries | 4 |
| Workers from other European Union countries find it easier to work in the United Kingdom | 5 |

(e) Anvil Engineering plc is a multinational business. Consider the advantages **and** disadvantages of being a multinational business. [10]

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(c) Evaluate ways in which the **retailers** of audio and video equipment can use pricing strategies to maintain the sales of their products. [10]

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9. UK Government statistics show the following information:

| | 2008 | 2009 | 2010 |
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| Value of sales of audio and video equipment (i.e. home music systems and televisions) from specialist shops. | £1243m | £857m | £812m |

These figures form part of the product life cycle for audio and video equipment sold at specialist electrical shops.

(a) From which part of the product life cycle do the 2008 to 2010 figures appear to have been taken? [1]

Tick one box only.

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|-----------------|---|
| DECLINE | 1 |
| GROWTH | 2 |
| MATURITY | 3 |

(b) Briefly outline possible reasons for the change in these figures from 2008 to 2010. [3]

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8. Ruby and Dean have always wanted to start their own business. They have decided to set up their business, called Retro, on the outskirts of Swansea. Their shop will meet the increased demand for goods which were fashionable between 1950 and 1980. Some of the goods they will sell will be from the actual time and others will be reproductions.

(a) In which sector, **public** or **private**, will Retro operate? [1]

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To help ensure the success of their business, Ruby and Dean know that they will need to advertise their business.

(f) Evaluate methods of advertising that could be used by Ruby and Dean. [8]

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7. In recent years a number of people have taken up the hobby of designing and producing their own greetings cards. They buy packs of materials which are used to make birthday, Christmas and other greetings cards.

Some have developed their hobby into businesses, selling at craft fairs and through the Internet. One such person is Fran Blake who operates her business as a sole trader.

Fran is aware of the need to promote her business to the right market segment.

- (c) Explain what is meant by the term market segment. [2]

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- (d) Suggest, with a reason, a market segment Fran might target. [2]

Suggestion

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Reason

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3. Tapio is a Japanese business which produces a range of electronic products including computers and mobile phones in a number of countries around the world.

Tapio is constantly monitoring the sales of its products. This helps the company to determine the stage it has reached on its **product life cycle**.

- (c) What is meant by the term product life cycle? [2]

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- (d) What happens to sales during the **saturation** stage on the product life cycle? [2]

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Tapio has noticed that the sales of some of its products have gone into decline.

- (e) Evaluate extension strategies Tapio might adopt in order to reverse this decline. [8]

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Do Not Write in This Box

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| Mark (out of 84) | |
| Percentage | |
| Grade (2014 Grade Boundary) | |