Marketing Test

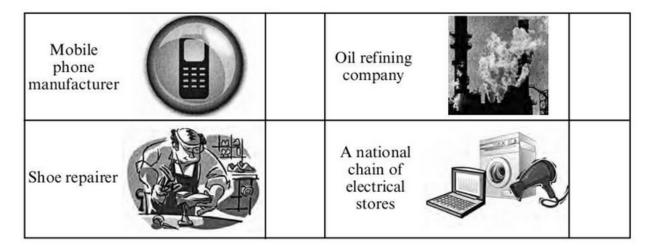
(b)

١	la	m	e:	 		 								
•	•		•	 	•••	 	 	 	 	 	 		 	•

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

[2]

Tick two boxes only.



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.



if th	est and describe two types of market research Sam and Mary could be should expand their business.	[4]
(i)		
(ii)		

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

1	The D brand	yson) and	brand techno	is very import logies.	ant to James	Dyson. He	has gone	to great e	fforts to pro	tect his
	(d)	(i)	Wha	t is meant by th	ne term brand	?				[1]
			(ii)	Why do busir	nesses such a	s Dyson Lt	d brand the	eir product	s?	[3]
	3.	Sug	igest a	nd explain two ı	reasons why p	ackaging is	s important	to manufa	cturers of fo	od products [4]
							· · · · · · · · · · · · · · · · · · ·			

Dyson Ltd sells products in over 50 countries.
(e) Consider the advantages and disadvantages to businesses which want to sell their products abroad. [8]

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.











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 disad	Engin vantage	eering s of being	plc is ng a mu	a mult ıltinatio	ination onal bus	al bus siness.	iness.	Consid	ler the	advan	tages	and [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 sho	w the foll	lowing	information:
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	2008	2009	2010
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.

DECLINE	1
GROWTH	2
MATURITY	3

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

8.	their	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]			
		ensure the success of their business, Ruby and Dean know that they we their business.	vill need to			
(f, f)) Ev	raluate methods of advertising that could be used by Ruby and Dean.	[8]			

7.	ow	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.				
		me have developed their hobby into businesses, selling at craft fairs and through the Inte ne such person is Fran Blake who operates her business as a sole trader.	rnet.			
I	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]			
			•••			
((d)	Suggest, with a reason, a market segment Fran might target.	[2]			
		Suggestion				
		Reason				
			•••			

3.	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]					
(d)	What happens to sales during the saturation stage on the product life cycle? [2]					
Tapio	has noticed that the sales of some of its products have gone into decline.	I				
(e)	Evaluate extension strategies Tapio might adopt in order to reverse this decline.	[3				

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Do Not Write in This Box	
Mark (out of 84)	

Percentage

Grade (2014 Grade Boundary)