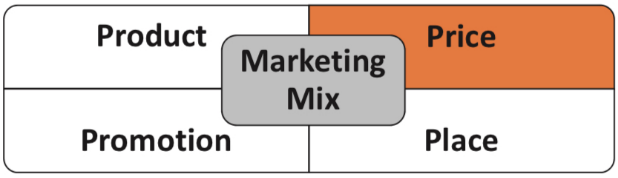
## Question 1 - 2019 Q6

**Marks: 6**




Explain **two** factors that a business should consider when deciding on the selling price for a product.

| |
|---|
| 1. |
| |
| |
| 2. |
| |
| |

**(ii)** An increase in online shopping could reduce impulse buying.

Explain the term impulse buying.

| |
|---|
| |
| |
| |
| |

**(iii)** Outline **two** methods businesses use to encourage their customers to impulse buy when shopping in-store.

| |
|---|
| 1. |
| |
| |
| 2. |
| |
| |

## Question 3 - 2023 Q9 Marks: 6

**(i)** Complete the missing elements of the marketing mix below.

| | |
|---|---|
| **1.** ______________________________ | **2.** ______________________________ |
| **Marketing Mix** | |
| **3.** ______________________________ | **4. Place** |

**(ii)** Outline **one** factor that a business should consider when deciding on the place to sell their product / service.

| |
|---|
| |
| |
| |

## Question 4 - 2024 Q17 (c)(ii)(iii) Marks: 14

**(ii)** Clean Cosmetics Ltd is considering various promotional methods to market its products. They have decided to advertise on social media.

List **two** social media platforms they could use to target potential customers.

| |
|---|
| 1. |
| 2. |

**(iii)** Recommend two other methods of **promotion** that Clean Cosmetics Ltd could use to market its products. Give a reason for each recommendation.

| |
|---|
| Method 1: |
| Reason: |
| |
| |
| Method 2: |
| Reason: |
| |
| |

## Question 5 - 2025 Q8 Marks: 6


Cadbury launched their Vegan Plant Based Bars in 2022.

**(i)** Identify a target market for these products.

| |
|---|
| |

**(ii)** Outline **one** reason why Cadbury decided to produce vegan plant bars.

| |
|---|
| |
| |
| |

## Question 6 - 2025 Q18 (a)(i) Marks: 7

**Question 18**

**(a) (i)** Breda's Boutique uses sales promotion as a way to market its products.
Explain the term Sales Promotion.
Give **two** examples of sales promotion methods that Breda's Boutique might use.

| |
|---|
| Sales Promotion: |
| |
| |
| |
| Example 1: |
| |
| Example 2: |
| |

## Question 7 - 2024 Q16 (c) (iii) - I Marks: 6

A competitor has entered the breakfast market selling Corn Crispies, a fluffy and light morning cereal.

## Question 7 - 2024 Q16 (c) (iii) - II Marks: 6

Outline **two** factors other than competition, the new company should consider when deciding the price for their new product Corn Crispies.

| |
|---|
| 1. |
| |
| |
| 2. |
| |
| |


Match each element of the marketing mix to the correct description in the table below.
(One has been completed for you).

| Description | Marketing Mix |
|---|---|
| The actual item being sold. | |
| Where the consumers will buy their product or service. | Place |
| The amount of money the seller charges a consumer for a product or service. | |
| Making consumers aware of the product or brand. | |

## Solution Question 1 - 2019 Q6

1. Production costs/ the cost of making the product/the cost of labour/cost of raw materials/cost of selling/advertising the product.
2. Price of competing products/it is important to look at and compare competitor's prices.

## Solution Question 2 - 2022 Q16 (b)(ii)(iii)

**(ii)** An increase in online shopping could reduce impulse buying.

Explain the **term impulse buying. (3m)**

| |
|---|
| Impulse buying occurs when consumers buy goods in an unplanned way or 'on the spur |
| of the moment'. It creates a risk of buying items that are not needed and may turn out |
| to be wasteful or poor value for money. |

**(iii)** Outline **two** methods businesses use to encourage their customers to impulse buy when shopping in-store. **(2 x 3m)**

| |
|---|
| **Offers**- e.g., 3 for 2 offers encourage customers to buy more products than they need. |
| **Discounts and sales-** consumers often buy an item because it is discounted regardless of whether they need the item. |
| **Loyalty card and rewards schemes**- supermarkets give vouchers for money off when a specified amount of money is spent- to use these vouchers consumers often spend more money than initially planned. |
| **Placing sweet treats/magazine and other small items at the checkout**- while queuing up to pay, customers are looking around thus placing products close to the checkout will increase impulse buying. |

## Solution Question 3 - 2023 Q9

**(i)** Complete the missing elements of the marketing mix below**.**

| | |
|---|---|
| **1.** Product | **2.** Price |
| **Marketing Mix** | |
| **3.** Promotion | **4. Place** |

**(ii)** Outline **one** factor that a business should consider when deciding on the place to sell their product / service. **(3m)**

| |
|---|
| The nature of the product/ type of product, i.e., is the good perishable? |
| Target market/Location or nature of target market e.g. demographics/ age/income/interests |
| The cost of transport of the product. |
| Choosing the proper distribution channel to use i.e., online. |

## Solution Question 4 - 2024 Q17 (c)(ii)(iii)

**(ii)** Clean Cosmetics Ltd is considering various promotional methods to market its products. They have decided to advertise on social media.

List **two** social media platforms they could use to target potential customers. **(6m)**

| | | | |
|---|---|---|---|
| Tik Tok | Snapchat | LinkedIn | X (Twitter) |
| Instagram | Pinterest | Youtube | Facebook |
| Any other acceptable answer | | | |

**(iii)** Recommend two other methods of **promotion** that Clean Cosmetics Ltd could use to market its products. Give a reason for each recommendation. **(8m)**

| |
|---|
| Method 1: Sales Promotion. |
| Reason: Free gifts. Clean Cosmetics Ltd. could offer a free gift with any purchase for a limited time only. This might entice consumers to purchase something as they are getting more for the same price and will not want to miss out once the promotion time expires.<br>Other acceptable answers such as Money off coupons. BOGOF, 2 for 1, loyalty cards, special offers, free samples, special introductory price. |
| Method 2: Public Relations |
| Reason: Sponsorship, providing financial support, in return for promoting its business or product/service. Business can benefit by becoming popular within the community.<br>Other acceptable answers such as competitions |
| Method 3: Personal selling |
| Reason: Goal is to get customer attention, seek issues or problems, needs and wants. Meeting with customers to show them different cosmetics and trying them on. Face to face interaction.<br>Other acceptable answers such as direct marketing |
| Method 4: Merchandising |
| Reason: Placing products in optimum positions in retail outlets, to attract the attention of the customer. |
| Method 5: Celebrity endorsement |
| Reason: Use a celebrity fame or social status to promote a product and raise awareness about the product. Example influencers like the Kardashians. |

### Solution Question 5 - 2025 Q8

Cadbury launched their Vegan Plant Based Bars in 2022.


**(i)** Identify a target market for these products.

| |
|---|
| Vegans or people that do not eat foods that come from animals including dairy products and eggs. |

**(ii)** Outline **one** reason why Cadbury decided to produce vegan plant bars.

| |
|---|
| They saw a demand for it/ a gap in the market so as to satisfy customer demand and this increased their profits/sales/fulfilled its sustainability commitment. |
| To stay ahead of competition so they can improve their reputation/so that they keep up with market trends/increase sales. |

### Solution Question 6 - 2025 Q18 (a)(i)

**Question 18**

**(a) (i)** Breda's Boutique uses sales promotion as a way to market its products. Explain the term Sales Promotion.
Give **two** examples of sales promotion methods that Breda's Boutique might use. **7m**

| |
|---|
| **Sales Promotion:** Methods of increasing sales other than advertising e.g., an incentive/ gimmick for people to buy something. |
| **Examples:** Price reductions/competitions/loyalty card schemes/Special offers/ free samples/sponsorship/discounts. |

### Solution Question 7 - 2024 Q16 (c) (iii)

**(iii)** Outline **two** factors other than competition, the new company should consider when deciding the price for their new product Corn Crispies. **(6m)**

| |
|---|
| Cost of Production must be covered so that a profit can be made. |
| Customer expectations/ find out who is the target market/ the level of demand/ income level and how much they are willing to pay. |
| The various stages in a product life cycle, the new company might use a low introductory price to entice consumers to buy it. |
| Levels of profit- interested in the mark-up/margin that would be attained. |
| Branding-if your brand is recognised, you can create a price premium by highlighting the distinctive features (USP) or benefits that justify a high price. |