



Question 1 - 2024 Q16 (b)(i)(ii)

Marks: 9



(b) Kellogg's launched a new product, *Hazelnut Choc Coco Pops*, to the Irish Market in 2022. They have 30% less sugar than other chocolate covered rice cereals.

(i) Identify a target market for the new *Hazelnut Choc Coco Pops*.

(ii) State **one** method of desk research and **one** method of field research that Kellogg's could use to identify its target market:

Desk Research:
Field Research:

Question 2 - 2023 Q2

Marks: 6

Use a tick (✓) to identify whether each of the following is an example of Primary (Field) or Secondary (Desk) Research. (One has been completed for you.)

	Primary (Field)	Secondary (Desk)
Sending out a questionnaire	✓	
Conducting a door-to-door survey		
Reading reports and statistics online		
Focus Group		





Question 3 - 2022 Q18 (a)(ii)(iii)

Marks: 9

Kevin is researching different car insurance policies.

(ii) Outline **one** method of research Kevin could use to find the best quote for his insurance policy.

(iii) Based on your answer above, indicate with a tick (✓) whether this method is primary or secondary research, give a reason for your answer.

Primary research		Secondary research	
Reason			

Question 4 - 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 5 - 2025 Q8

Marks: 6

Cadbury launched their Vegan Plant Based Bars in 2022.



(i) Identify a target market for these products.

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

Question 6 - 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:

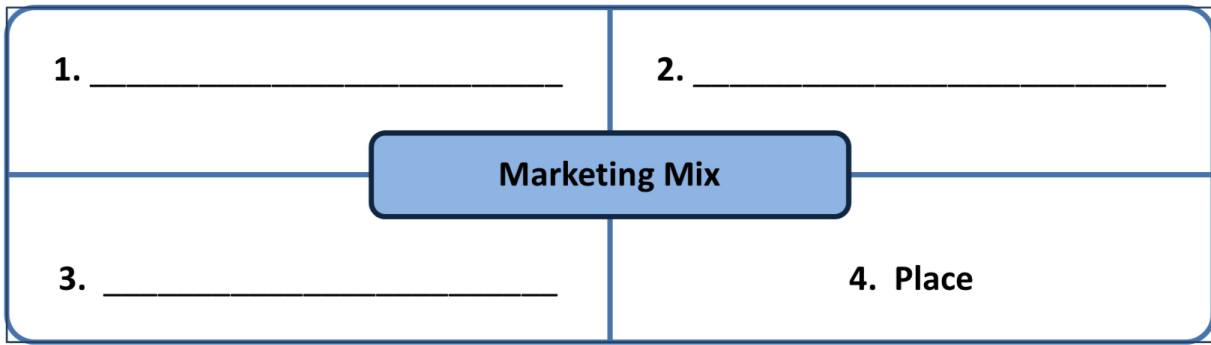




Question 7 - 2023 Q9

Marks: 6

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



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





Question 8 - 2022 Q16 (b)(ii)(iii)

Marks: 9

(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 9 - 2019 Q6

Marks: 6



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

1.
2.

Question 10 - 2025 Q17 (b)(iii)

Marks: 6

(iii) When setting up his business, Ted was advised to prepare a Business Plan by his Local Enterprise Office in Westmeath.

Explain **two** reasons why a business should prepare a Business Plan.

1.
2.





Question 11 - 2023 Q13

Marks: 6

Indicate which of the following statements are true or false by placing a tick (✓) in the correct box.

	True	False
A Business Plan should include the aims and objectives of the company.		
The government requires all companies to produce a Business Plan.		
A Business Plan should include details of the company's competitors.		

Question 12 - 2019 Q11

Marks: 6

State **two** reasons why a business should prepare a business plan.

1.
2.

Question 13 - 2022 Q2

Marks: 6

Fill in the missing words below.

