



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

- (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*. (3m)

Families with young children who are looking for a healthier breakfast cereal/
Health conscious people.

- (ii) State **one** method of desk research and **one** method of field research that Kellogg's could use to identify its target market: (6m)

Desk Research:
Kellogg's could study existing documents e.g., medical reports, CSO population figures. Social media type.

Field Research:
Kellogg's could conduct surveys in supermarkets asking parents about the product. They could have tasting surveys or sampling.

Solution Question 2 - 2023 Q2

Question 2

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	✓	





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

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. (3m)

Price comparison websites: Online brokers compare the prices of different policies available and offer advice on the best policy for the customer.
Insurance broker: An insurance broker sells insurance for a number of companies. They can offer advice about which insurance company is best suited to a person's needs.
Contact different companies for quotes: Kevin could contact a number of different insurance companies for quotes, compare the quotes to find the best policy for him.
Ask family and friends for advice: Kevin could ask family and friends what insurance companies and policies they have chosen.

(iii) Based on your answer above, indicate with a tick (✓) whether this method is primary or secondary research, give a reason for your answer. (6m)

Primary research or Secondary research accepted based on answer above.
Candidate should indicate some feature primary research linked to answer from Primary research involves gathering information through self-conducted research methods/Involves getting firsthand information from individuals/up-to-date, new information.
Student should indicate some feature secondary research linked to answer from (ii). Secondary research involves using information gathered from previously conducted studies/Involves examining existing information.

Solution Question 4 - 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 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 - 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. 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. 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. 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 7 - 2023 Q9

(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. (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 8 - 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 9 - 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 10 - 2025 Q17 (b)(iii)

(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. **6m**

To support a loan application to attract investment for the future.
To set clear goals which is used to motivate staff.
A benchmark to measure success to identify the areas which need improvement.

Solution Question 11 - 2023 Q13

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.	✓	

Solution Question 12 - 2019 Q11

1. When applying for a loan/grant.
2. Identify the goals and strengths of the business.
3. To provide data about the business to other interested parties.
4. To measure how well the business is achieving its objectives.

Solution Question 13 - 2022 Q2

Fill in the missing words below.

1. Strengths	2. Weaknesses
SWOT	
3. Opportunities	4. Threats

