

# **PiXL Independence:**

## **Business Studies - Student Booklet**

### **KS5**

### **Unit 3: Decision making to improve marketing performance**

*Elements covered: 3.3.1 setting marketing objectives, 3.3.2 understanding markets and customers, 3.3.3 making marketing decisions, 3.3.4 using the marketing mix*

#### **Contents:**

- I. Multiple Choice Questions – 20 credits per quiz
- II. Short Exam Questions – 5 credits with additional 10 credits available
- III. Wider Reading – 20 credits per summary
- IV. Academic Reading – 50 credits per summary
- V. Extended Exam Style Questions – 80 credits per essay

### **i. Multiple Choice Questions**

*Answer the questions that explore the themes of this unit, you will need to draw on your knowledge and wider reading to support you in completing this.*

**20 credits for completing this quiz.**

1. The market size of organic drinks has grown from £3.4bn per annum to £5.6bn per annum, what is the percentage change?
  - a. 164.7%
  - b. 60.7%
  - c. 64.7%
  
2. . Identify the following factor which suggests the market for this product is growing
  - a. Stores are requesting more frequent deliveries
  - b. Competitors in the market segment are reducing
  - c. Significant over supply of raw materials to manufacture the product
  
3. Calculate the market share based on the following figures. Sales revenue of £2.2m, total sales in the market £12.7m
  - a. 5.77%
  - b. 17.3%
  - c. 1.732%
  
4. Qualitative market research is defined as
  - a. Market research based on data
  - b. Market research based on segmentation of markets
  - c. Market research based on opinion and attitudes

5. Which of the following outcomes is most likely based on the following data:  
PED = -0.3, price rises by 8%?
- Demand falls by more than 8%
  - Demand falls by less than 8%
  - Demand increases by 8%
6. Price leadership is defined as
- A strategy of setting high prices to gain high profit margin upon entering a market
  - A strategy where large companies set the market price with smaller firms tending to follow
  - A strategy where low prices are set to break into a market
7. Which of the following is an example of above the line promotion?
- Trade fairs
  - Email to consumers on the firms database
  - TV advertising
8. The stage on the product life cycle where a firms product is no longer experiencing growth but is generating strong sales revenue is known as
- decline
  - maturity
  - success
9. The marketing mix utilises 7Ps. The traditional ones are product, place, price, promotion. Identify the other three
- People, personality, progress
  - People, process, physical
  - Physical, perception, process

10. Digital marketing is defined as

- a. Where consumer needs and wants are satisfied using technological methods
- b. Where marketing occurs utilising only mobile networks
- c. Where firms rely on viral and social media as the only forms of marketing to satisfy needs and wants

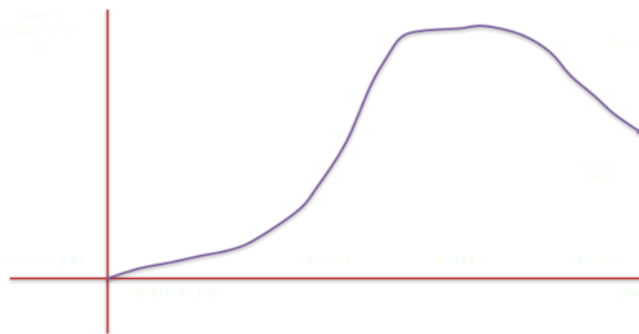
## ii. Short Exam Questions

*Explain the following, each are worth 4 marks in total*

*Answer these questions, each of them are based on the unit of study but may draw from your wider reading. You should time yourself for each answer and aim to complete each question to a high standard in 5 minutes.*

**Each question answered is worth 5 credits. There are a further 10 credits available for self-assessment marking and adding to your answers if needed!**

1. Complete the product life cycle



**(4)**

2. Explain one reason why social media can be a highly effective marketing tool for small start-up businesses

**(4)**

3. Explain two external influences a business may face on its marketing mix

**(4)**

4. Explain why a consumer may benefit from being sold a product directly and by the firm removing the need for intermediaries

**(4)**

5. Explain two benefits to a firm of having a well-known 'brand'  
**(4)**
  
6. Explain why in an oligopolistic market a firm may choose to use competition pricing  
**(4)**
  
7. Explain why a firm may benefit from management conducting a product portfolio analysis annually  
**(4)**
  
8. Explain why a firm shouldn't focus its marketing activities purely on 'stars' as defined in the Boston Matrix  
**(4)**
  
9. Explain why a firm would benefit from raising prices on price inelastic goods  
**(4)**
  
10. Explain two benefits to a firm of having a loyalty scheme that tracks consumer spending/generates big data  
**(4)**

### iii. Hyperlinks for Reading

*Read each of the articles below, they have strong links and themes to the unit of study but also focus on Business as a holistic topic. Once you have completed your reading of each, summarise the key points in a bullet point format. You should aim for between 5 – 10 significant points from each article.*

#### **20 credits for each summary completed**

**1. Product life cycle the life of nano!**

<http://www.bbc.co.uk/newsbeat/article/40749706/apple-to-discontinue-ipod-nano-and-shuffle>

**2. P&G online presence needed:**

[https://www.marketingweek.com/2017/07/27/pg-digital-investment/?cmpid=em~newsletter~weekly\\_news~n~n&utm\\_medium=em&utm\\_source=newsletter&utm\\_campaign=weekly\\_news&eid=3724490&sid=MW0001&adg=CA36EFEB-8B8F-49B3-88C8-775EFA86897B](https://www.marketingweek.com/2017/07/27/pg-digital-investment/?cmpid=em~newsletter~weekly_news~n~n&utm_medium=em&utm_source=newsletter&utm_campaign=weekly_news&eid=3724490&sid=MW0001&adg=CA36EFEB-8B8F-49B3-88C8-775EFA86897B)

**3. Promoting sustainability, an external influence on marketing:**

<https://www.marketingweek.com/2017/07/29/coca-cola-launches-first-sustainability-campaign/>

**4. Boston Matrix and product portfolios:**

<https://www.tutor2u.net/business/reference/boston-matrix-and-product-portfolios>

**5. Competition pricing and BT:**

<http://www.telegraph.co.uk/business/2016/06/20/bt-loses-battle-with-ofcom-over-broadband-prices/>

**6. Seasonal marketing no more?:**

<https://www.marketingweek.com/2017/02/10/river-island-rise-online-retailers-introduces-first-cinematic-ad/>

**7. ASOS targeting their segment:**

<https://econsultancy.com/blog/68925-how-asos-targeted-students-via-blank-canvas-competition/>

**8. Online companies spend the most on TV advertising?:**

<http://uk.businessinsider.com/thinkbox-report-online-companies-are-the-biggest-spenders-on-tv-advertising-in-the-uk-2017-2>

#### iv. Academic Reading

*The following chapters/ books/ academic articles have been chosen for you to help in extending your understanding of this theme. They will have value in other units as well. You should read the selected items and compose a 200 – 300 word summary of the main themes found.*

**50 credits are awarded for each summary provided**

**Title: Business for A Level AQA, Ian Marcouse**

**Link:** [https://www.amazon.co.uk/AQA-Business-Level-Marcouse-Eurostars-x/dp/1471835693/ref=sr\\_1\\_16?s=books&ie=UTF8&qid=1501584998&sr=1-16&keywords=aqa+business+a+level](https://www.amazon.co.uk/AQA-Business-Level-Marcouse-Eurostars-x/dp/1471835693/ref=sr_1_16?s=books&ie=UTF8&qid=1501584998&sr=1-16&keywords=aqa+business+a+level)

**Reading: Page 66 – 160**

**Title: Business for A Level Year 1, Wolinski and Coates**

**Link:** [https://www.amazon.co.uk/d/Books/AQA-Level-Business-1-Third-Wolinski-Coates/1471836096/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1501585265&sr=1-1&keywords=aqa+business+a+level+wolinski](https://www.amazon.co.uk/d/Books/AQA-Level-Business-1-Third-Wolinski-Coates/1471836096/ref=sr_1_1?s=books&ie=UTF8&qid=1501585265&sr=1-1&keywords=aqa+business+a+level+wolinski)

**Reading: 110 – 230**

**Title: The principles of marketing, Philip Kotler**

**Link:** [https://www.amazon.co.uk/Principles-Marketing-Philip-Kotler/dp/1292092890/ref=sr\\_1\\_3?s=books&ie=UTF8&qid=1501596866&sr=1-3&keywords=marketing+kotler](https://www.amazon.co.uk/Principles-Marketing-Philip-Kotler/dp/1292092890/ref=sr_1_3?s=books&ie=UTF8&qid=1501596866&sr=1-3&keywords=marketing+kotler)

**Reading: Chapter 1**

**Title: Ethical marketing, Chris Arnold**

**Link:** [https://www.amazon.co.uk/Ethical-Marketing-New-Consumer-Economy/dp/0470743026/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1501597211&sr=1-1&keywords=ethical+marketing](https://www.amazon.co.uk/Ethical-Marketing-New-Consumer-Economy/dp/0470743026/ref=sr_1_1?s=books&ie=UTF8&qid=1501597211&sr=1-1&keywords=ethical+marketing)

**Reading: Chapters 2 & 3**

**Title: The Boston Matrix**

**Link:** <http://www.marketingteacher.com/boston-matrix/>

**Reading: N/A**

**Title: What is big data?**

**Link:** <https://www.oracle.com/big-data/index.html>

**Reading: N/A**



**Title: Price elasticity of demand and marketing**

**Link:** [https://www.amazon.co.uk/Price-Elasticity-Demand-Marketing-strategically/dp/1523257237/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1501597529&sr=1-1&keywords=elasticity+of+demand](https://www.amazon.co.uk/Price-Elasticity-Demand-Marketing-strategically/dp/1523257237/ref=sr_1_1?s=books&ie=UTF8&qid=1501597529&sr=1-1&keywords=elasticity+of+demand)

**Reading: 1 – 39**

**Title: Strategic marketing, West & Ford**

**Link:** [https://www.amazon.co.uk/Strategic-Marketing-Creating-Competitive-Advantage/dp/019968409X/ref=pd\\_sim\\_14\\_1?encoding=UTF8&psc=1&refRID=RAJPNN2KPG3QNBE4KTMP](https://www.amazon.co.uk/Strategic-Marketing-Creating-Competitive-Advantage/dp/019968409X/ref=pd_sim_14_1?encoding=UTF8&psc=1&refRID=RAJPNN2KPG3QNBE4KTMP)

**Reading: 253 – 360**

**Title: Building strong brands**

**Link:** [https://www.amazon.co.uk/Building-Strong-Brands-David-Aaker/dp/1849830401/ref=pd\\_sim\\_14\\_3?encoding=UTF8&psc=1&refRID=KJ86PBHH8TBST1T8M5HF](https://www.amazon.co.uk/Building-Strong-Brands-David-Aaker/dp/1849830401/ref=pd_sim_14_3?encoding=UTF8&psc=1&refRID=KJ86PBHH8TBST1T8M5HF)

**Reading: 1 - 26**

## v. Extended Exam Style Questions

*Using the knowledge gained from completing all the above activities you are now ready to write high quality essay style answers. The reading you have done should be included within these essays*

*You should consider the structure and format of your essays and the context they are written in. Use this short presentation to help you with 'structuring your essay'. Each essay should take up to 20 minutes to write (you should use the format you would in the exam e.g. word processed/hand written so you are used to the length of the essay).*

### **80 credits for each completed essay**

1. To what extent are external factors more likely to have an impact on a firms marketing objectives than internal factors? You may relate your answer to a company of your choice  

**(20)**
  
2. Effective market research will guarantee the success of a business and its products. To what extent do you agree with this statement?  

**(20)**
  
3. Firms who operate in a niche market will never be able to operate successfully in the mass markets. To what extent do you agree with this view?  

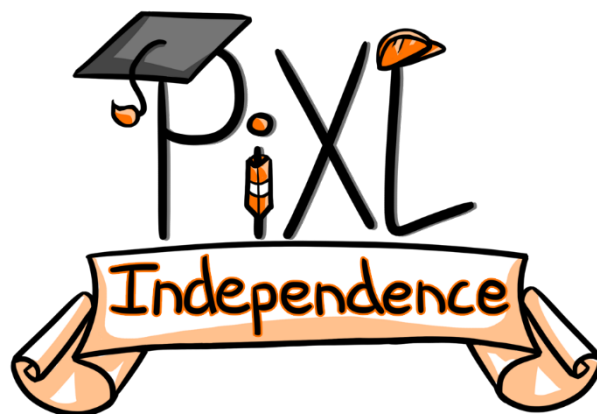
**(20)**
  
4. Analyse the benefits of using market segmentation to generate significant revenues for a firm  

**(16)**
  
5. To what extent is promotion the most significant factor from the marketing mix in generating profits for a business?  

**(20)**
  
6. To what extent does having many distribution channels (successful retailers) guarantee the success of products available to UK consumers?  

**(20)**

7. To what extent is marketing the most important function in achieving success within a large PLC? **(20)**
8. To what extent is penetration pricing always the correct approach when releasing a new product to market? **(16)**
9. Is development of new products more essential to the long-term profits of a firm than targeting and positioning of the product? Justify your view **(20)**
10. Digital marketing is more important to the long-term success of an organisation than ever before. To what extent are firms correct to focus on just online marketing rather than any other forms of advertising? **(20)**



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