

**Kepier Academy**

**GCSE Business Studies**

***Unit 2: Marketing***

***Revision Guide***



|  |  |
| --- | --- |
| Name: | Target grade: |

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**Unit 2: Marketing -An overview**

|  |  |  |
| --- | --- | --- |
| **Paper 1: Business Activity, Marketing and People** | | |
| **Content overview** | **Assessment overview** | |
| Business Activity  **Marketing**  People | Business 1  80 marks  1 hour 30 minute paper | 50% of total GCSE |

|  |  |
| --- | --- |
| **Topic** | **Content** |
| 2.1 The role of marketing | * The purpose of marketing within business |
| 2.2 Market research | * The purpose of market research * Primary research methods * Secondary research methods * How appropriate different methods and sources of market research are for different business purposes * The use and interpretation of qualitative and quantitative data in market research |
| 2.3 Market segmentation | * The use of segmentation to target customers |
| 2.4 The marketing mix | * The ‘four Ps’ of the marketing mix and their importance * Product * Product - stages of the product life cycle * Pricing methods * Promotion - point of sale * Promotion - advertising * Place - distribution of products and services * How the four Ps of the marketing mix are used to inform and implement business decisions * Interpretation of market data |

**Personalised Learning Checklist**

Complete the checklist below to rate your understanding of each of the topics in

Unit 2: Marketing

Tick the relevant column to identify your learning and understanding of each of the areas studied.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Unit 2: Marketing** | | Smiley Faces Assess - BelowSmiley Faces Assess - ABOVESmiley Faces Assess - ABOVE | Smiley Faces Assess - AT | Smiley Faces Assess - ABOVE |
| **2.1** | **The Role of Marketing** | | | |
|  | The purpose of marketing   * The importance to a business of identifying and understanding its customers * Informing customers * Increasing sales |  |  |  |
|  |  | | | |
| **2.2** | **Market Research** | | | |
|  | The purpose of market research   * Identifying and understanding customer needs |  |  |  |
|  | Primary research methods   * Questionnaires * Interviews * Trialling * Focus groups |  |  |  |
|  | Secondary research sources   * Newspapers and magazines * Census * Websites * Internal data |  |  |  |
|  | How appropriate different methods and sources of market research are for different business purposes |  |  |  |
|  | The use and interpretation of qualitative and quantitative data in market research |  |  |  |
|  |  | | | |
| **2.3** | **Market Segmentation** | | | |
|  | The use of segmentation to target customers   * Age * Gender * Income * Location * Lifestyle |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **2.4** | **The Marketing Mix** | | | |
|  | The four P’s of the marketing mix and their importance   * Price * Product * Place * Promotion |  |  |  |
|  | Product   * Design, Invention, Innovation |  |  |  |
|  | Product - stages of the product life cycle   * Introduction, Growth, Maturity, Decline |  |  |  |
|  | Pricing methods   * Skimming, Cost-plus, Penetration, Competitor, Promotional |  |  |  |
|  | Promotion - point of sale   * Price reductions, Loss leaders, Competitions, Free samples |  |  |  |
|  | Promotion - advertising   * Social media, Websites, Print media, Television, Radio |  |  |  |
|  | Place - distribution of products and services   * Digital and physical distribution channels |  |  |  |
|  | How the four Ps of the marketing mix work together |  |  |  |
|  | The use of the marketing mix to inform and implement business decisions |  |  |  |
|  | Interpretation of market data   * Changes in demand, target market and market share, changes in product and effects of promotion |  |  |  |

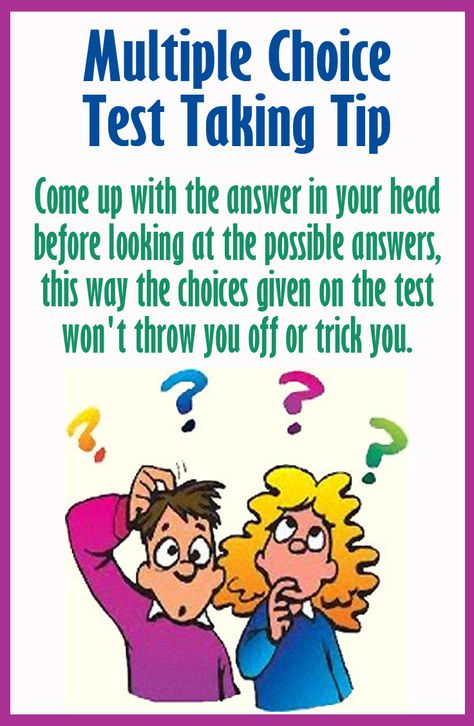
**Glossary/Key Terms**

In your exam you will be required to explain the meaning of a range of key terms.

In most cases 2 marks are available for demonstrating full understanding of the key term and 1 mark for providing a relevant example.

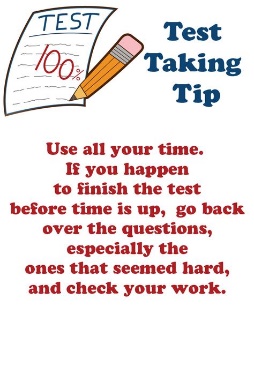
Complete the glossary below so that you have a full set of key term definitions with examples

|  |  |  |
| --- | --- | --- |
| **Key Term** | **Explanation** | **Example** |
| 4ps of the marketing mix |  |  |
| Advertising campaign |  |  |
| Advertising media |  |  |
| Census group |  |  |
| Competitor pricing |  |  |
| Cost-plus pricing |  |  |
| Decline |  |  |
| Design |  |  |
| Digital distribution |  |  |
| Focus group |  |  |
| Growth |  |  |
| Innovation |  |  |
| Interview |  |  |
| Introduction |  |  |
| Invention |  |  |
| Market data |  |  |
| Market research |  |  |
| Market segmentation |  |  |
| Market share |  |  |
| Maturity |  |  |
| Penetration pricing |  |  |
| Physical distribution |  |  |
| Points of sale promotion |  |  |
| Primary research |  |  |
| Product life cycle |  |  |
| Promotional pricing |  |  |
| Qualitative data |  |  |
| Quantitative data |  |  |
| Questionnaire |  |  |
| Secondary research |  |  |
| Skimming |  |  |
| Target market |  |  |
| Trials |  |  |

**Exam ‘Top Tips’**

Read the question carefully and decide on the answer.

Check the possible options and cross out the ones that are **definitely wrong!**

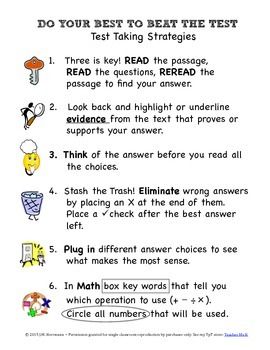


Read the question and the information very carefully. Some of your answers will come directly from the text!

Highlight/underline key information in the text

*“Be specific about what the product or service actually is. Use actual competitor names too”*

*“Follow the correct structures, you have been given them for a reason”*



*“Where the question asks for TWO reasons/example/benefits, make sure you include TWO”*

*“If the question doesn’t tell you how many to include, look at the number of marks available”*

If you finish your paper before the 90 minutes are up

Check, check and check again!

Ask yourself: So? Why? How? If?

**Exam Structures**

Follow each of the structures below when answering your exam questions

|  |
| --- |
| **Explain [2 marks]** |
| Point |
| Explain *2 strands of information using a connective* |

|  |
| --- |
| **Explain [4 marks]** |
| Point |
| Explain *2 strands of information using a connective* |
| Point |
| Explain *2 strands of information using a connective* |

|  |
| --- |
| **Analyse [3 marks]** |
| Point |
| Explain *2 strands of information using a connective* |
| Impact |

|  |
| --- |
| **Analyse [6 marks]** |
| Point |
| Explain *2 strands of information using a connective* |
| Impact |
| Point |
| Explain *2 strands of information using a connective* |
| Impact |

|  |
| --- |
| **Recommend [3 marks]** |
| Point |
| Explain *2 strands of information using a connective* |
| Impact |
| However |

|  |
| --- |
| **Evaluate/Discuss [7/9 marks]** |
| Point 1 |
| Explain positive *2 strands of information using a connective* |
| Impact |
| However |
| Explain negative *2 strands of information using a connective* |
| Impact |
| Point 2 |
| Explain positive *2 strands of information using a connective* |
| Impact |
| However |
| Explain negative *2 strands of information using a connective* |
| Impact |
| In conclusion the business should..... |
| The most important reason for this is.......because..... |
| While they do need to consider..... |
| I would still recommend.....for the business because..... |

**2.1 The role of marketing**

|  |  |
| --- | --- |
| **Specification content** | **What you should know** |
| The purpose of marketing within business | * The importance to a business of identifying and understanding its customer, informing customers, increasing sales |

***Purpose of marketing within business***

When a business decides to **market** a product it will need to consider the following factors:

* Finance - how much finance is available to spend on research and development of the new product or an advertising campaign?
* Who the marketing is aimed at - young people may be more likely to respond to advertisements on social media. Different people may require different products, for example, some older people may like a mobile phone that has large buttons and is easy to use; only rich people may be willing to pay high prices for top quality goods
* Location of potential customers - which country or region of a country do they live and what language do they speak

The diagram below shows the main purposes of **marketing**:

For each of the statements below, identify whether they are true or false in relation to the role of **marketing.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statement** | **True** | **False** | **Statement** | **True** | **False** |
| Increase the production of products |  |  | Make higher quality products |  |  |
| Give workers a better place to work |  |  | Increase the sales of products and services |  |  |
| Inform customers of new products |  |  | Undertake market research in order to understand the needs of customers |  |  |

**2.2 Market research**

|  |  |
| --- | --- |
| **Specification content** | **What you should know** |
| The purpose of market research | * Identifying and understanding customer needs |
| Primary research methods | * Questionnaires, interviews, trials, focus groups |
| Secondary research methods | * Newspapers and magazines, census, websites, internal data |
| How appropriate different methods and sources of market research are for different business purposes | * Make recommendations in different contexts as to which method of market research is more appropriate |
| The use and interpretation of qualitative and quantitative data in market research | * Understand which methods collect qualitative and quantitative data * Analyse the benefits of each |

***Purpose of market research***

**Market research** is about identifying and understanding customer needs in order to produce goods and services to meet those needs. It is used to inform business decisions and so can influence whether a business succeeds or fails.

If a business does no **market research**, or conducts its research poorly, the chance of the business succeeding will be reduced. Any information gathered through **market research** must be interpreted correctly to:

* Understand its significance to the business
* Help marketing decision makers in the business choose the marketing strategy which best meets the needs of their target market.

Though **market research** costs money, this will, if the research is used effectively, be repaid to the business as sales revenue.

The figure below summarises what **market research** is about.

***Primary research methods***

**Primary research** is about collecting new data directly from people within the target market. The diagram below summarises the main methods used to collect **primary data** and their advantages (**✓**) and disadvantages (**🗶**).

Complete the table below by matching the correct starting phrase with one of the ending phrases

|  |  |  |
| --- | --- | --- |
| **Starting phrase** |  | **Ending phrase** |
| Primary research is also known as….. |  | …..made up of people who represent the target market |
| Trials are used to….. |  | …..because it can be expensive |
| Smaller businesses often do not use primary research….. |  | …..field research |
| Focus groups are usually….. |  | …..establish whether there is demand without committing fully to the idea |

***Secondary research methods***

**Secondary research** involves using information that has already been collected. The table below summarises the main sources of **secondary data** and their advantages and disadvantages.

|  |  |  |  |
| --- | --- | --- | --- |
| **Method** | **Description** | **Advantages** | **Disadvantages** |
| Census data | The national census finds out information about all UK households every 10 years  It includes information about the numbers of people living in the household, their income and where they live | * Information comes from a lot of people - almost the whole population of the country * It is already collected and analysed, reducing the cost to the business | * Information has not been collected to meet the specific needs of the business * The information will need careful interpretation |
| Newspapers and magazines | Articles in publications often describe peoples interests and current fashions | * Such information is up to date, cheap (involves only the cost of the newspaper or magazine - could even be free online) and is a good source of ideas | * Information will be general and not specific to the business |
| Websites | Information about other companies can be found, including what they sell and the prices they charge | * Cheap to collect and readily available. Such data can help a business decide what to produce as well as the price to charge | * The information will need careful interpretation by the business |
| Internal data | This is data collected by the business about, for example, its past sales and profits as well as customer feedback | * Cheap to collect * Readily available * Specific to the business | * Data is historical - it looks at what has happened, not what will happen |

***Appropriateness of different methods of research***

When choosing to conduct **market research**, a business must decide whether to use primary or secondary research or both. The decision will be influenced by the following factors:

* How much the business can afford to spend - some organisations will only be able to afford secondary research, while others may be willing to spend large amounts of money on primary research
* What information is required -first hand information from potential customers gained from, for example, an interview or a trial may be a good way to get opinions about a new product. Secondary information about people in the local community may be gained from the Census or from local newspapers. Information about competitors may be obtained from their websites.
* Location of customers - a questionnaire or telephone interview may be a good way of getting information from customers in another country. A local newspaper may provide information about the market in a particular town.
* How quickly the information is needed - it will be quicker to use secondary information than to have the prepare and carry out primary research

***Use and interpretation of qualitative and quantitative data***

The table below summarises the difference between **qualitative** and **quantitative** data as well as some advantages and disadvantages.

**2.3 Market segmentation**

|  |  |
| --- | --- |
| **Specification content** | **What you should know** |
| The use of segmentation to target customers | * Age, gender, income, location, lifestyle |

***The use of segmentation to target customers***

The market for a product can be divided into **segments**, known as **market segmentation**. People in different **segments** often want different kinds of products or services. Businesses need to know this so that they can target their products at the different needs of customers of each **segment**. When a business targets the different **segments** in its market, it will need to consider the following:

* Whether to produce different products for different markets - the business may consider offering male/female versions or basic and more sophisticated models
* What price to charge - high or low?
* How to promote the products - the type of media to use and what message this method may give
* Where to locate shops - town centre, shopping mall, holiday resort - and whether to sell online or not?

The diagram below illustrates different ways of **segmenting** the market.

**2.4 The marketing mix**

|  |  |
| --- | --- |
| **Specification content** | **What you should know** |
| The four Ps of the marketing mix and their importance | * Price, product, place, promotion * Design, invention, innovation * Introduction, growth, maturity, decline * Skimming, cost-plus, penetration, competitor, promotional * Price reductions, loss leaders, competitions, free samples * Social media, websites, print media, television, radio * Digital and physical distribution channels |
| How the four Ps of the marketing mix work together | * How does one element affect another, positively and negatively |
| The use of the marketing mix to inform and implement business decisions | * Changes in demand, target market and market share, changes in product and effects of promotion |
| Interpretation of market data | * What does the data in different contexts mean |

The **marketing mix** refers to the 4 Ps of **marketing** - Place, Price, Product, Promotion - which are used together to market a product or service

***Product: Product and product life cycle***

Market research will inform businesses what customers want. The business must design, invent or innovate so that it is producing the **products or services** that customers want to buy.

|  |  |  |
| --- | --- | --- |
| **Activity** | **Meaning** | **Example** |
| Design | When a business plans what a product will do [its function] and what it will look like [its style] | The Ford Focus is designed to meet the needs of lower-middle class workers such as junior managers and skilled workers such as plumbers and electricians.  These consumers have a median age of 42 and a household income of around £50,000.  They want features such as automatic parallel parking, rain-sensing windshield wipers, parking cameras and keyless entry, among others. |
| Invention | When a business comes up with a new product or service | Firms have recently been working on mobiles phones that can be charged without having to be plugged in.  Samsung is now currently working on a phone that folds into a tablet |
| Innovation | When a business improves a product which already exists | The Samsung s10 mobile phone is an improvement on the Samsung s9 |

The **product life cycle** usually refers to the four stages of life that a **product** usually goes though. The diagram below illustrates the **product life cycle**. Can you match the definition with the correct stage of the **life cycle**?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

When sales are falling as the product or service is seen by customers as old.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

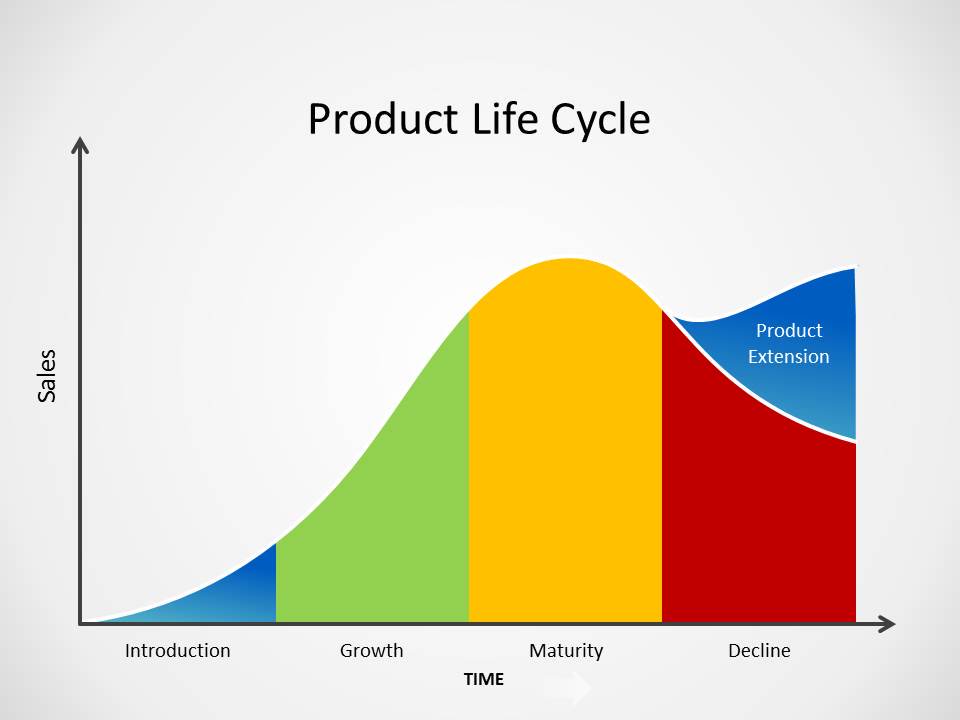
When sales are growing strongly as the new product or service becomes known.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

When a product or service is first on sale.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

When sales are at their highest level.



Advertising will be high during the **introduction** stage to ensure customers know about the **product**. During the **growth** phase, advertising is used to reinforce awareness of the **product**. In **maturity**, additional advertising may be used to keep sales high. In **decline**, buyers may be encouraged with special offers to buy stocks of goods the business has left over. The firm could also try to find new users for the **product** to extend its sales and **life cycle**.

Using the words below, fill in the gaps to complete the paragraph

The product life cycle is divided into \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ parts and shows the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of a product measured against \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The first stage is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and is where the product is new. Advertising is often \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at this stage to make sure that customers are aware of the product. The next stage is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ where the product is becoming well-known. When the product reaches \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ sales are at their highest, though sales growth is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The final stage is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ where the sales are falling and a business might be thinking introducing a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ product.

**high**

**replacement**

**introduction**

**decline**

**slowing**

**growth**

**maturity**

**four**

**life**

**time**

***Price: Pricing Strategies***

A business must take great care when deciding what **price** to charge for a product or service. Businesses must consider the following:

* How new the business is
* How new the product is
* The quality of the product
* The number and nature of the competitors
* How well customers know the product already
* What stage of the product life cycle the product is at
* The costs of producing the product

Businesses in different situations will use different **pricing methods**. The diagram below summarises the **pricing strategies** that you need to know.

Using the words below, fill in the gaps to complete the paragraph

When a business first introduces a new product it may use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ pricing if it wants to gain market share from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. If the product or service is thought to be much \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ than the competition, a business might use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in order to make as much \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as they can.

After time, when the product becomes older, a business might have to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the price in order to keep sales \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as consumers see the product as being dated. To finally get rid of old stock when the product or model is no longer made, when \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ pricing may be used

**high**

**lower**

**skimming**

**penetration**

**better**

**profit**

**promotional**

**competitors**

***Promotion: Point of sale and advertising***

**Promotion** is about informing customer about what is for sale and persuading them to buy. There are four key aims of **promotion** you need to be aware of:

1. To inform customers about a product or service (especially when new or changed)
2. To keep a business ahead of its competitors
3. To create or change the image of a business, its products and services
4. To maintain or increase sales

**Promotion** is divided into two main areas; **point of sale promotion** and **advertising**. The diagram below summarises the main types of **promotion** and **advertising**.

For each of the statements below, identify whether they are true or false in relating to **promotion.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Statement** | **True** | **False** | **Statement** | **True** | **False** |
| A loss leader is meant to make a loss to keep the business in the lead |  |  | Free samples are often seen in products such as cosmetics |  |  |
| Competitions are only used by supermarkets to promote the food they sell |  |  | Supermarkets use loss leaders to encourage shoppers to visit their stores |  |  |
| Price reductions are often seen in shops in January |  |  | Promotion is mainly concerned with making sure that old stock is sold at the best possible price |  |  |

***Place: Distribution of products and services***

**Place** is concerned with the **distribution** of goods and services, that is, how those goods and services reach the customer. There are two main methods of **distribution**; **physical** and **digital.**

**Physical distribution** is the movement of goods from the producer (manufacturer) to the customer. There are three different **physical distribution** channels and these are shown in the diagram below.

Channel 1 Channel 2 Channel 3

**Customer**

**Wholesaler**

**Producer**

**Customer**

**Retailer**

**Customer**

**Producer**

**Producer**

**Retailer**

The advantages of the three channels above are as follows:

* Channel 1 - by missing out wholesalers and retailers, the producer makes more profit, rather than sharing it with a wholesaler and/or retailer
* Channel 2 - selling directly to the retailer means the producer can benefit from keeping some of the profit that would have been made by the wholesaler, while being confident the retailer will be able to market the goods to consumers.
* Channel 3 - a wholesaler can break up bulk stock and offer retailers the goods in the quantities that they can afford, and which they can sell, so, more retailers are willing to sell the goods.

**Digital distribution** is when the product can be downloaded by the consumer directly from the seller, as in the case of books from Amazon onto a Kindle or music from Spotify onto a MP3 player.

Advantages and disadvantages of **digital distribution** are contained in the table below

|  |  |
| --- | --- |
| **Advantages** | **Disadvantages** |
| * The consumer can buy the product 24/7 * It is a method of selling, without the costs of a physical shop or transport * The business can sell throughout the world and so has more potential customers * A business may be able to improve its image with skilful use of websites * Less staff may be needed which will cut costs | * Physical goods cannot be distributed digitally * It is a very competitive market as consumers can compare prices and products online * Customers who do not own a computer will be unable to buy online * Some customers do not like sharing their bank or credit card details online * Digital content can easily be copied and illegally shared for free online |

Using the words below, fill in the gaps to complete the paragraph

Physical distribution is all about getting the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Some businesses sell \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the consumer. These businesses are usually \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Other businesses may sell to a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ such as Currys who then sells to the customer. Larger businesses may sell to a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ whose job it is to break \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and sell smaller amounts to a retailer. Businesses such as Tesco and Marks & Spencer have their own \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ distribution centres where much of their stock is stored.

**consumer**

**small**

**product**

**regional**

**direct**

**the bulk**

**retailer**

**wholesaler**

***How the 4 Ps work together***

The 4Ps of the **marketing mix** work together. When making decisions about the **marketing mix**, businesses must consider the following:

* The type of product they are selling
* The cost of the product
* The stage of the product life cycle the product is at
* The target market
* The funds available for marketing

The table below show how the 4Ps may mix together at different stages of the product life cycle of a mobile phone.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Product life cycle stage** | | | |
| **Marketing mix** | **Introduction** | **Growth** | **Maturity** | **Decline** |
| Product | Introduce a new, high-tech phone | The phone does not change  Begin the process of innovating and designing a model to replace the phone | Add new styles of the phone to attract a wider range of customers  Continue the design and development process | Introduce new features to attract sales, for example, a larger memory or a better camera  Be ready to introduce the new model once sales of the current phone can no longer be extended |
| Price | Use price skimming to make high profits from the phone, because some consumers will be willing to pay the high price | Reduce price to maintain sales | Maintain a stable price | Use promotional ‘reduced’ pricing to extend sales of the phone |
| Place | Sell through exclusive shops to stress the product’s quality and to be able to sell at a high price | Sell through a wide range of shops and online to increase customers | Continue sales through a wide range of outlets | Continue sales through a wide range of outlets but reduce sales in outlets that are not selling many of the phones |
| Promotion | Use targeted advertising to generate interest in the product and stress its quality and exclusively to people who are interested in new technology | Advertise widely to stress the benefits of the phone to a wider market | Continue to advertise to highlight differences of the phone compares to its competitors | Advertise to raise awareness of price reductions  Give special offers such as free phone cases with the phone to encourage people to buy |

It is possible to judge the effectiveness of a **marketing mix** by asking the following questions:

1. Have total sales increased and if so, by how much?
2. Has the stock of products been sold off?
3. Has the number of people who buy a good or service increased and if so, by how many?
4. Has the business been able to increase the price or has it reduced the price?
5. Has total sales revenue increased or decreased and by how much?
6. Has the profit made by the business increased or decreased and by how much?

***Interpretation of market data***

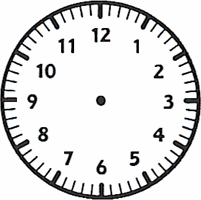
Most businesses collect **market data** to help them to make decisions. Using and **interpreting data** means that decisions are informed - not just guesses about what is needed or what is happening.

The table below shows data which can help **marketing decisions**.

|  |  |  |
| --- | --- | --- |
| **Example of data** | **Information provided** | **Example use of data** |
| Changes in demand | Data can show if demand for a product is rising, falling or is unchanged | Inform possible changes to:  - price - increase or reduce  - advertising - more or less needed  - the type of advertising  - promotional offers  - introduce a new product |
| Target market | Who the customer are  What the customers want  Any changes in the target market, for example, increase in older people who are interested in the product | To decide:  - the design of the product  - how much to charge for the product  - where, when and how to advertise  -which retail outlets to use  - which promotional offers, if any, to use |
| Market share | The percentage of the total sales in a market of the business, and how this may be changing | To help decide whether to change or to maintain the current marketing mix |
| Product changes | This will indicate if consumers want different products and if those of competitors are more or less successful | The first decision will be whether or not the business needs to introduce a new product to match consumer needs and/or competitor products |
| Effect of promotion | How the promotion is affecting sales and profits | Use data to evaluate the effectiveness of any current promotion and make changes if necessary |

**Revision Clocks**

The marketing mix



Market research

Market segmentation

The role of marketing

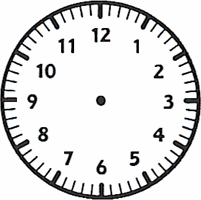
**Unit 2**

The marketing mix

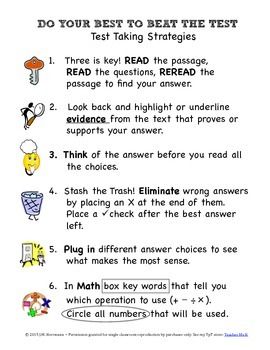
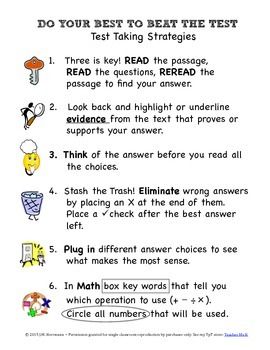
Market segmentation

Market research

The role of marketing



**Unit 2**

**Possible Practice Exam Questions**

Answer each of the following exam style questions. Use the structures on p10 to help you.

**Horewood Hotels (HH)**

Horewood Hotels is an established chain of hotels across East Anglia. It recently has been considering re-branding its city-based hotels for the business traveller, a niche market. This would involve creating a floor in the hotel that has a gym and shared office space where business travellers could hold meetings and make use of computers, Wi-Fi and photocopiers etc.

The first hotel they are thinking of changing is in Cambridge. The local manager collected the following data.

|  |  |  |
| --- | --- | --- |
|  | **Horewood Hotel, Cambridge** | **Competitor hotel in Cambridge** |
| % of customers who are business travellers | 65% | 48% |
| Cost of a day pass to local gym | £12 | £12 |
| Price per night after development | £75 | £70 |
| Promotional price for Business travellers | £65 | No offers |

HH is planning to advertise through its website and social media as a lot of its previous customers stay in touch via the internet. It will also offer some sales promotions for loyal businesses who use the hotels for their staff.

The manager feels they should use promotional pricing to start with to win people over but some feel that the hotel is unique and therefore a skimming strategy might work better and earn them more money.

1. Identify one primary and one secondary research method HH could have used to collect their data. [2]

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1. Analyse one advantage to HH of using social media to advertise their hotels. [3]

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1. Analyse one benefit to HH of using promotional pricing for the Cambridge hotel. [3]

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1. Analyse one benefit to HH of using skimming for the Cambridge hotel. [3]

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1. Recommend whether HH should use promotional pricing or skimming in its re-branded hotels. [3]

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1. Discuss whether HH should develop the Cambridge hotel into a business traveller hotel. You should refer to the data in the text above. [9]

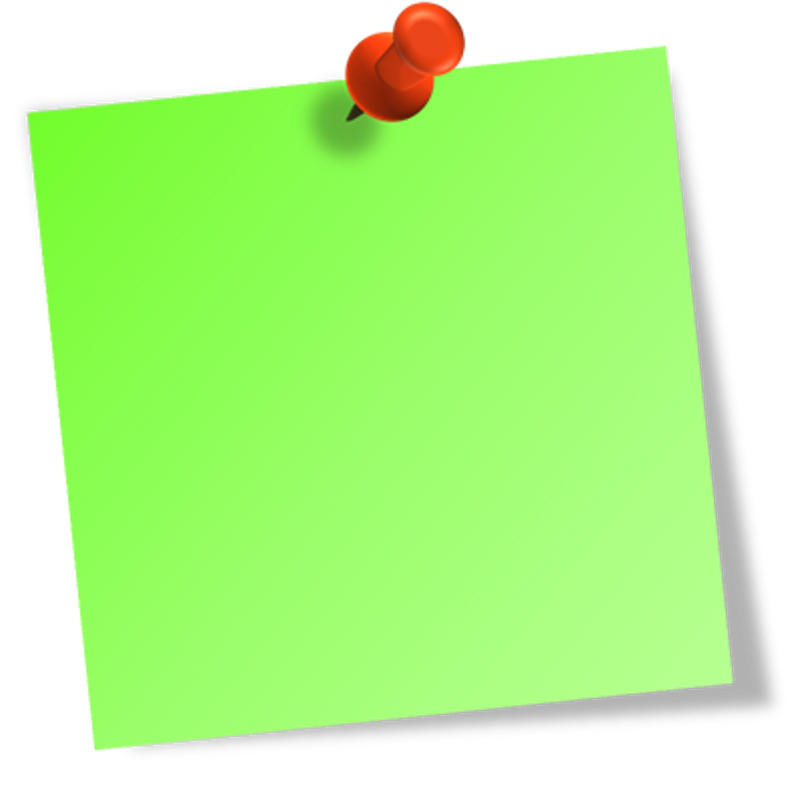
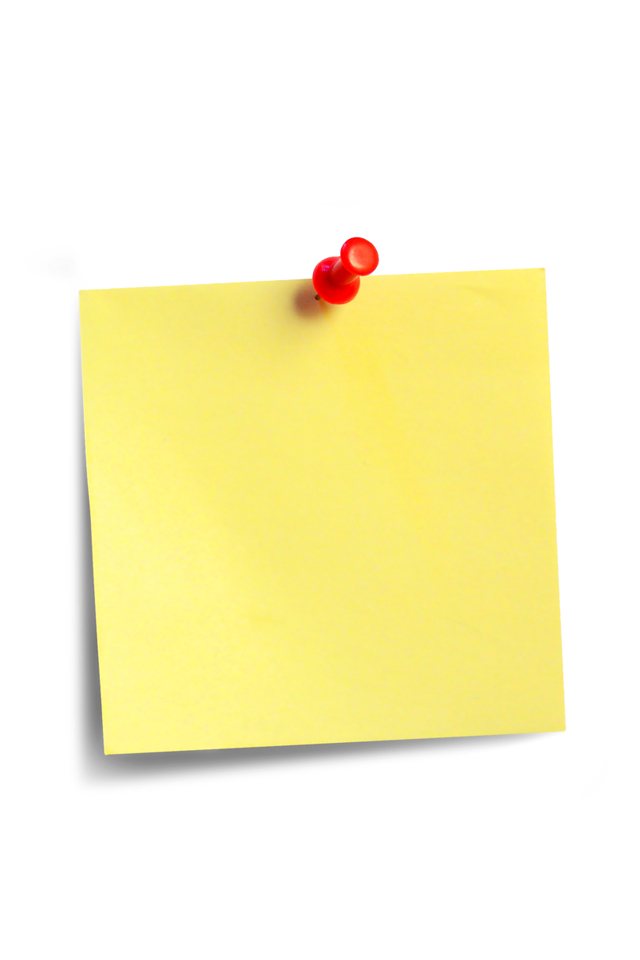
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**Self-Review of Unit 2: Marketing**



**I have completed the following tasks (✓):**

* Personalised Learning Checklist
* Glossary of key terms
* Read the exam ‘top tips’
* Learnt the exam structures
* Read the topic information and completed all tasks
* Completed at least two revision clocks
* Answered **all** of the possible exam questions using the exam structures



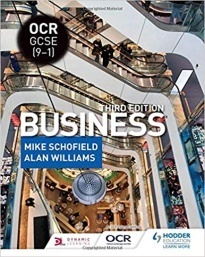
The topics I understand well are.....

The topics I need to improve on are.....

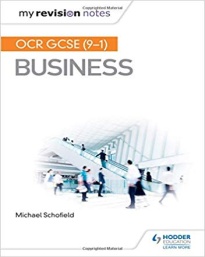
My targets to help me improve in this unit are.....

**Additional Support**

If you need any further support please speak to your teacher!

Course textbook: OCR GCSE (9-1) Business

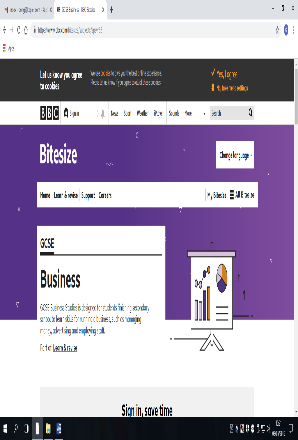
<https://www.amazon.co.uk/OCR-GCSE-9-1-Business-Third/dp/1471899365/ref=sr_1_2?crid=3CWFI3AR0SAZ9&keywords=ocr+gcse+business+studies+9-1&qid=1556985885&s=gateway&sprefix=ocr+gcse+business%2Caps%2C185&sr=8-2>



Revision guide: My Revision Notes OCR GCSE (9-1)

<https://www.amazon.co.uk/My-Revision-Notes-GCSE-Business/dp/1510423699/ref=sr_1_1?crid=3CWFI3AR0SAZ9&keywords=ocr+gcse+business+studies+9-1&qid=1556986123&s=gateway&sprefix=ocr+gcse+business%2Caps%2C185&sr=8-1>

You could also try the following websites:

<http://www.bbc.co.uk/education/subjects/zpsvr82>

<http://www.businessed.co.uk/index.php/home/activities/gcse-activities/gcse-activities-topic>

<https://www.tutor2u.net/>