

Chapter 17

Marketing #2

(Promotion (4Ps) – Advertising, Sales Promotions, Personal Selling, Public Relations; Place (4Ps) – Channels of Distribution, Choosing a Location)

The Business Guys

2015 Q7 (A)

Read the information supplied and answer the question which follows.
Kurve Ltd provides broadband, phone and television services to homes in the Irish market. In January 2015 it launched its new digital television service 'VISION', providing different bundles of channels at different prices. It charges a reduced subscription for the first six months to new customers. Orders can be placed directly online. The business operates in a highly competitive market and plans to increase its sales revenues by 20 % over the next two years.

Explain the product, price and place elements of the marketing mix. Relate your explanations to Kurve Ltd. (25 marks)

MS: 9m (3+3+3) 8m (3+2+3) 8m (3+2+3)

Product _____

Link: _____

Price _____

Link: _____

Place _____

Link: _____

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2016 Q7 (B)

Evaluate the effectiveness of sales promotion techniques Alex could consider to boost sales. (15m) (Q has a blurb about Stitch Express to refer to)

MS: 3 x 4m (2+2) and Evaluation 3m (1+1+1)

Link:

Link:

Link:

Evaluation: in my opinion

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2014 Q7 (A)

Read the information supplied and answer the questions which follow.
Maria Noone is the entrepreneur who owns Sensible Foods Ltd. This new company intends to manufacture a range of low calorie confectionery products. Initially consumers will be tempted by special offers. There will also be frequent coverage on national and local radio. Goodbuys, a leading supermarket chain, has agreed to stock the range, while wholesalers will distribute them to small independent shops.

Evaluate the role of advertising and sales promotion as elements of the promotional mix at Sensible Foods Ltd. (25 marks)

MS: 2 @ 11 (4 + 4 + 3) (Two distinct points of info & specific reference to Sensible Foods Ltd. in each case)

(Evaluation in each case) 3m total (2 + 1)

Evaluation: in my opinion

Evaluation: in my opinion

2015 Q7 (B)

- (i) Explain the term Public Relations (PR)
- (ii) Discuss methods a business could consider to generate good Public Relations (20 marks)

MS: 6m (4+2) 2 @ 7m (4+3)

(i) _____

(ii) _____

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2010 Q7 (B)

Evaluate 'Sales Promotion' and 'Public Relations' as forms of promotion.
(20m)

MS: 7 marks (4+3) 7 marks (4+3) Evaluation: 6 marks (3+3)

Evaluation: in my opinion

Evaluation: in my opinion

2014 Q7 (B)

(i) Describe two factors Sensible Foods Ltd should consider when choosing a suitable channel of distribution for its products.

(ii) Outline one positive and one negative implication for Sensible Foods Ltd of using a leading supermarket chain such as Goodbuys to sell its products.

(20m)

MS: 2 @ 5 (2+2+1) 2 @ 5 (2+2+1)

2012 Q7 (A)

Outline the factors a business should consider when choosing a suitable Channel of Distribution. Provide examples to illustrate your answer. (20 marks)

MS: 2 @ 7 marks (3+3+1) 1 @ 6 marks (3+2+1)

E.g.

E.g.

E.g.

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2018 Q7 (C)

Evaluate the benefits **and** challenges for a small start-up business of choosing a direct channel of distribution rather than selling through wholesalers and retailers. (15 marks)

MS: 1@7(4+3); 2@3(2+1); Evaluation 0 or 2

Benefits:

E.g. _____

E.g. _____

Challenges

E.g. _____

Evaluation: in my opinion
