

**Chapter 17 PP Q's Marketing Mix**

**4 P's**

**Product (Brand name, packaging, design, USP, Product Life Cycle)**

**Price (Strategy, factors)**

**Promotion (Advertising, Sales Promotion, Personal Selling, Public Relations)**

**Place (Channels of Distribution, factors)**

# The Business Guys

2012 Q7 (B)

Within the product element of the marketing mix, evaluate "product design" and "product packaging." (20 marks)

MS: 10 (5+5) + 8 (4+4) + 2 marks

## Product Design

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## Evaluation: in my opinion

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## Product Packaging

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## Evaluation: in my opinion

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# The Business Guys

2017 Q5 (B)

Explain the factors a business should consider when designing a product.  
(15m)

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# The Business Guys

2019 Q7 (C)

Read the information supplied and answer the questions which follow.

**Intezz - Sugar Free Soft Drink**

*Beveraton PLC is a global manufacturer of soft drinks. It developed Intezz, a new sugar free soft drink which will be launched in the market in September 2019.*

Discuss the factors the marketing manager of Intezz should consider when designing the packaging for the brand.

**MS: 3@5(2+3)**

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## 2011 – Short Q1

- (a) Explain the meaning of the term 'Own - brand products'.  
(b) Outline **two reasons** why retailers use 'Own - brand products'

MS: (a) 4 marks (2+2) (b) 6 marks (3(1+2)+3(1+2))

(a) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(b) 1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# The Business Guys

2010 Q7 (C)

'Many businesses spend large sums of money developing a brand name'. Illustrate the benefits of branding for the business **and** the consumer. (25 marks)

MS: 4 @ 5 marks (2 + 3); example 5 marks (2+3)

**Benefits to the business:**

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E.g.

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E.g.

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**Benefits for the consumer:**

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E.g.

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E.g.

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## The Business Guys

2020 Q7 (A) Read the information supplied and answer the questions which follow

*Amazon is the world's most valuable brand for the third consecutive year. Google was in second place. Huawei made it into the top ten for the first time.*

Discuss the benefits for a business of having a strong brand image. Provide examples to support your answer.

**MS: 2@ 4+3 1@3+3 Benefit, example**

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**Also**

**2016 Q7 (C)**

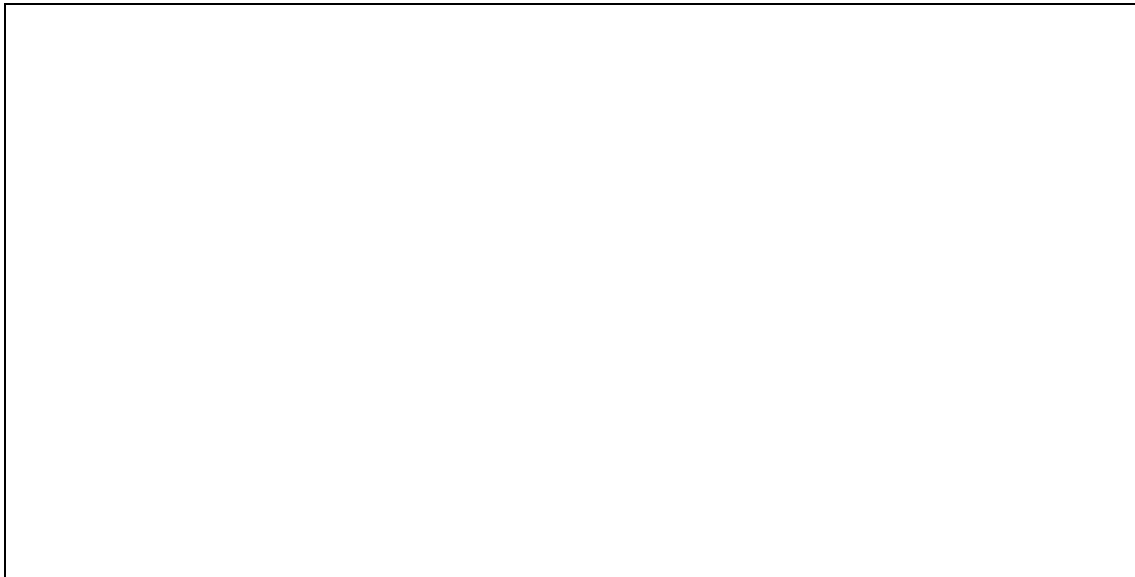
Discuss the benefits of branding as a marketing tool for business, providing examples to support your answer. (20m)

**MS: 7m (3+2+2) + 7m (3+2+2) + 6m (2+2+2)**

## 2015 Q5 (A)

- (i) Draft and label a product life cycle.  
(ii) Describe one characteristic of each stage of the product life cycle with reference to a product of your choice. (25 marks)

**MS: 8@1m +1 m for curve; 5 @ 3m (2+1); Name one product 1m**



1.	_____
	_____
2.	_____
	_____
3.	_____
	_____
4.	_____
	_____
5.	_____
	_____



2011 Q7 (B)

- (i) Draw and label the 'product life cycle' diagram.
- (ii) Illustrate the methods a business could use to extend a product's life cycle. (25 marks)

MS: 8 @ 1 mark + 2 marks for curve; 3 @ 5 marks (2+3)

(i)

(ii) Place: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Product: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Price: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Promotion: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

*The Business Guys***2016 Q8 Short**

Outline two methods of extending a product's life cycle and provide one example to illustrate your answer.

**MS: 2 @ 4m (2+2) + 2m**

**Place:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Product:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Price:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Promotion:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2018 Q7 (A)

Read the information supplied and answer the questions which follow.  
**Cadbury** is a confectionery company operating since 1932. It produces several well-known chocolate brands such as **Dairy Milk, Crunchie, Flake, Milk Tray, Roses** and **Creme Eggs**. In the Irish chocolate market Dairy Milk is the number one brand.

- (i) Draw a product life cycle diagram and explain each stage.
- (ii) Outline **two** methods a business could consider to extend the product life cycle. (25 marks)

**MS: (i) Diagram 9m 5@1: each stage 4@1 Title Sales Time Curve Each stage explained 5@2**

**Accept 2 references to impact on sales if clearly differentiated.**

**(ii) 2@3 Two different elements of the marketing mix required.**

(i)

(ii) Place: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_




Product: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Price: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Promotion: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2020 Short Q9

(i) Study the table below and fill in an appropriate stage of the Product Life Cycle for each product.

Apple iPod Touch Release date Sept 2007	New Apple Watch series 5 Release date Sept 2019	Apple iPhone 7 Release date Sept 2016
		
Stage in Product Life Cycle: _____	Stage in Product Life Cycle: _____	Stage in Product Life Cycle: _____

(ii) Outline **two** methods a business could use to extend a product's life cycle.

MS: (i)  $2m + 2m + 2m$  (ii)  $2 \times 2m(1m+1m)$

(ii)

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2020 Short Q1

Match the two lists by placing the letter of the correct explanation under the relevant number below.

Column 1 is a list of business terms;

Column 2 is a list of possible explanations for these terms.

MS: 3,2,2,2,1

Column 1: Terms	Column 2: Explanations
1 Premium Pricing	A Below cost selling to encourage consumers to visit the retailer
2 Penetration Pricing	B Charging different prices to different segments of the market for the same product or service.
3 Loss Leader	C In order to recover development costs a business charges a high price when a product is launched.
4 Price Skimming	D Pricing products based on a consumer's budget.
5 Price Discrimination	E High prices are charged to consumers to create an impression of exclusivity / superior quality
	F A business charges a lower price than its competitors to gain a greater share of the market quickly.

1	2	3	4	5
E	F	A	C	B

# The Business Guys

**2017 Q7 (B)**

- (i) Outline three pricing strategies a marketing manager could consider in setting a selling price for a product or service.
- (ii) Name one pricing strategy suitable for a product or service of your choice, explaining the reason for your choice of pricing strategy. (20m)

(i) \_\_\_\_\_  
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(ii) \_\_\_\_\_  
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# The Business Guys

2013 Q7 (C)

Outline the factors a marketing manager might consider in determining the selling price of products at 'All-Weather Wellies Ltd'. (20 marks)

MS: 4 @ 5 marks (2+3)

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Link: \_\_\_\_\_

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Link: \_\_\_\_\_

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Link: \_\_\_\_\_

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Link: \_\_\_\_\_

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# The Business Guys

2019 Q7 (A)

Read the information supplied and answer the questions which follow.

**Intezz - Sugar Free Soft Drink**

*Beveraton PLC is a global manufacturer of soft drinks. It developed Intezz, a new sugar free soft drink which will be launched in the market in September 2019.*

- (i) Explain the factors that should be considered before deciding on the price to charge consumers for a product.
- (ii) Outline a pricing strategy best suited to the **introductory stage** of Intezz and **explain** the reason for your choice.

**MS: (i) 3 @ 6 (3+3); (ii) (3+2+2)**

(i) \_\_\_\_\_

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(ii) \_\_\_\_\_

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# The Business Guys

**2016 Q7 (B)**

Stitch Express is a business set up by Alex Dunne originally offering clothing alterations, dress restyling and repairs. The business has grown and Alex believes it is time to update his marketing strategy. Following market research, Alex introduced a dry cleaning service. There are a few competitors in the market, so Alex decided to review his pricing and promotion policies. Alex believes he will need to rebrand the business, as a result of introducing the dry cleaning service. Evaluate the effectiveness of sales promotion techniques Alex could consider to boost sales. (15m)

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

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Link:

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Link:

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Evaluation: in my opinion

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# The Business Guys

**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)**

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Evaluation: in my opinion

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Evaluation: in my opinion

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**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) \_\_\_\_\_  
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(ii)

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# The Business Guys

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)

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Evaluation: in my opinion

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Evaluation: in my opinion

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# The Business Guys

**2019 Q7 (B)**

Read the information supplied and answer the questions which follow.

***Intezz - Sugar Free Soft Drink***

*Beveraton PLC is a global manufacturer of soft drinks. It developed Intezz, a new sugar free soft drink which will be launched in the market in September 2019.*

- (i) Describe the role of Public Relations (PR) in a business.
- (ii) Discuss the methods Beveraton could consider to develop good PR, providing examples to support your answer.

**MS: (i) (3+2); (ii) 3@5(2+2+1)**

(i)

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(ii)

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# The Business Guys

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)**

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# The Business Guys

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)

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E.g.

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E.g.

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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:**

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E.g. \_\_\_\_\_

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E.g. \_\_\_\_\_

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**Challenges**

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E.g. \_\_\_\_\_

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Evaluation: in my opinion

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# 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** \_\_\_\_\_  
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 \_\_\_\_\_  
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Link: \_\_\_\_\_  
 \_\_\_\_\_

**Price** \_\_\_\_\_  
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 \_\_\_\_\_  
 \_\_\_\_\_  
Link: \_\_\_\_\_  
 \_\_\_\_\_

**Place** \_\_\_\_\_  
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 \_\_\_\_\_  
 \_\_\_\_\_  
Link: \_\_\_\_\_  
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# The Business Guys

2020 Q7 (B)

(ii) Evaluate the **Promotion** and **Place** elements of the Marketing Mix for a product or service of your choice.

MS: (i) 5m (3+2) (ii) 2 x 10m (4+1+4) 1m Evaluation

**Promotion:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Evaluate: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Place:** \_\_\_\_\_  
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\_\_\_\_\_

Evaluate: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_