

Business 9609

Marketing

Paper 1 Short Answer and Essay

Time: 1 hour 15 minutes

Section A (Short Answer):

Answer all the questions.

1. a. Define the term '**industrial marketing**'. [2]
b. Explain one reason why **product development** may be important to a business. [3]
 2. a. Define the term **mass marketing**. [2]
b. Explain one advantage to a business of **segmenting its market**. [3]
 3. a. Define the term **primary research**. [2]
b. Explain one limitation to a business of using **sampling**. [3]
 4. Analyze one reason why **product differentiation** may be important to a business. [5]
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Section B (Essay):

Answer one question only.

5. a.
b. 'Promotion is the most important element of the marketing mix for the success of a parcel delivery business.' Evaluate this view. [12]
OR
 6. a. Analyze two benefits to a business of having a product with a **unique selling point (USP)**. [8]
b. 'Marketing is the most important factor that will affect the success of a new coffee shop.' Evaluate this view. [12]
OR
 7. a. Analyze how **marketing** can add value to a product. [8]
b. Discuss the view that the marketing objectives of a hotel will only be achieved with a close working relationship between the **marketing, finance, and human resource** departments of the business. [12]
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