



BUS.MK12 Building an Integrated Marketing Mix

AQA 8132 · Calculators not allowed · about 40 minutes

Total Marks

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Name: _____ Date: ____ / ____ / ____

Answer ALL questions in the spaces provided. Some questions require full sentences. Show reasoning where asked. The fictional business and its target market are described in question 1 and used throughout the pack.

- 1** Context: Evergreen Trails, a fictional small UK company, plans to launch a range of premium, eco-friendly hiking rucksacks. Their target market is active adults aged 30 to 50, with above-average incomes, who value high quality, sustainable materials and are willing to pay more for durable equipment for weekend and overseas hiking trips. The business intends to position the rucksacks as premium, ethical outdoor kit sold through specialist outdoor shops and a branded online store with above-the-line advertising in outdoor magazines.

Which one of the following best describes Evergreen Trails' target market from the context above?

- ☐ A) Budget-conscious teenagers who want low-cost fashion backpacks
- ☐ B) Active adults aged 30 to 50 with higher incomes who value premium, sustainable outdoor kit
- ☐ C) Local schoolchildren needing uniform rucksacks
- ☐ D) Mass-market office workers who commute by train

(Total for Question 1 is 1 mark)

- 2** State two features of Evergreen Trails' target market, as described in the context above. Name the features clearly.

(Total for Question 2 is 2 marks)

- 3** Identify one suitable product decision Evergreen Trails should make to fit its target market of premium, eco-conscious hikers. Refer to the context and name the specific decision.

(Total for Question 3 is 2 marks)

- 4 Identify one suitable place (distribution) decision Evergreen Trails should make to reach its target market of premium outdoor buyers. Refer to the context and name the specific decision.

(Total for Question 4 is 2 marks)

- 5 Explain how a high-quality, sustainable product design suits Evergreen Trails' target market of active adults aged 30 to 50 with above-average incomes. Use the context in your answer and link to the business outcome.

(Total for Question 5 is 4 marks)

- 6 Explain how above-the-line promotion in outdoor magazines suits Evergreen Trails' target market of active adults aged 30 to 50 with above-average incomes. Use the context in your answer and link to the business outcome.

(Total for Question 6 is 4 marks)

- 7 Analyse how two elements of Evergreen Trails' marketing mix could reinforce each other for the premium rucksack launch. Choose any two elements and explain how they work together to support the target market and business objectives.

(Total for Question 7 is 6 marks)

- 8** Recommend and justify the integrated marketing mix you would use for Evergreen Trails' premium eco-friendly rucksack range. Your answer should bring together product, price, promotion and place decisions and explain why the combination is coherent for the target market and the business objectives. Use the figures and target market details from the context where relevant.

(Total for Question 8 is 9 marks)

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Question 1

- **B1** B cao
- **Answer: B**

Question 2

- **B1** age range 30 to 50, or described as active adults
- **B1** above-average incomes and willingness to pay more for premium sustainable kit
- **Answer: Any two, e.g. active adults aged 30 to 50; above-average incomes and willingness to pay more for premium sustainable kit.**

Question 3

- **B1** a correct product decision such as use of high-quality, sustainable materials like recycled polyester or organic cotton
- **B1** or a correct product decision such as offering durable construction and a lifetime repair or warranty service
- **Answer: Any one suitable product decision, e.g. use high-quality sustainable materials such as recycled fabrics and offer durable construction with a lifetime repair or warranty service.**

Question 4

- **B1** a correct place decision such as selling through specialist outdoor shops or premium department stores
- **B1** or a correct decision to use a branded online store with premium presentation and selected retail partners
- **Answer: Any one suitable place decision, e.g. distribute via specialist outdoor shops and a branded online store with premium presentation, avoiding low-cost mass retailers.**

Question 5

- **B1** identifies a relevant point, e.g. target customers value sustainability and durability
- **B1** develops the point, e.g. high-quality sustainable materials meet their ethical and environmental preferences
- **B1** adds a further developed effect, e.g. durability reduces replacement frequency, suiting buyers willing to pay more
- **B1** links to the business outcome, e.g. supports premium pricing and builds brand reputation among specialist customers
- **Answer: High-quality sustainable materials and durable construction appeal to the target market because these customers care about ethical purchasing and long-lasting kit; durability means fewer replacements and better value for higher-price buyers, and this supports the business charging premium prices and building a strong specialist brand reputation.**

Question 6

- **B1** identifies a relevant point, e.g. the target market reads specialist outdoor magazines
- **B1** develops the point, e.g. advertising in those magazines reaches an audience already interested in hiking and premium kit
- **B1** adds a further developed effect, e.g. magazine ads can emphasise quality and sustainability to influence purchase decisions
- **B1** links to the business outcome, e.g. focused above-the-line promotion increases brand awareness among the right customers and supports higher price points
- **Answer: Advertising in specialist outdoor magazines reaches readers who are already interested in hiking and premium equipment, allowing Evergreen Trails to communicate its quality and sustainability credentials directly to potential buyers; this focused awareness supports premium pricing and drives customers to specialist shops and the branded online store.**

Question 7

- **Level 1** (1-3): Makes simple points about how the two elements relate, with limited development and little application to the Evergreen Trails context.
- **Level 2** (4-6): Presents a developed analysis showing how the two chosen elements reinforce each other, with clear application to Evergreen Trails and its target market.
- **Indicative content:**
 - Product and price: premium sustainable materials justify a higher price, and a premium price signals quality to the target market; together they create a consistent premium positioning that appeals to buyers with above-average incomes.
 - Promotion and place: above-the-line ads in outdoor magazines drive awareness among specialist customers who then look for the rucksacks in specialist outdoor shops and the branded online store, creating a clear customer journey from awareness to purchase in the selected channels.
 - Product and promotion: promoting sustainability and durability in advertising reinforces the product claim, increasing trust among eco-conscious buyers and making them more likely to pay premium prices.
 - Use of evidence: refer to target market preferences, willingness to pay more, and the selective distribution choice to show how coherence across elements reduces confusion and increases the likelihood of purchase.

Question 8

- **Level 1** (1-3): Makes simple, undeveloped statements about the marketing mix elements with little or no coherent link between them and limited reference to the Evergreen Trails context.
- **Level 2** (4-6): Provides a developed recommendation for some elements of the mix, with some links between elements and reference to the target market, but the case for coherence and business impact is not fully convincing.
- **Level 3** (7-9): Presents a well-structured, justified integrated marketing mix that links product, price, promotion and place, explains how the elements reinforce each other for the Evergreen Trails target market, and reaches a clear, supported recommendation.
- **Indicative content:**
 - Product: recommend premium, durable rucksacks made from certified recycled or sustainably sourced materials, with features such as reinforced stitching, waterproofing, and a lifetime repair or warranty service to appeal to durability-minded buyers.
 - Price: recommend premium pricing that reflects quality and sustainability, positioned above mass-market alternatives but competitive with other specialist outdoor brands, signalling quality to the target market of adults 30 to 50 with above-average incomes.
 - Promotion: recommend above-the-line advertising in specialist outdoor magazines and targeted digital campaigns on outdoor forums and social media, emphasising sustainability, durability and specialist endorsement, plus content marketing such as long-form reviews and how-to guides.
 - Place: recommend selective distribution via specialist outdoor shops and the brand's own online store with premium presentation, ensuring in-store staff can advise customers and the online store presents the product's story, avoiding discount or fast-fashion retailers.
 - Coherence: explain how premium product features justify the premium price, how specialist promotion reaches the right audience and communicates the product benefits, and how selective distribution reinforces premium positioning and customer experience.
 - Business objectives: link the mix to objectives such as establishing a premium ethical brand, achieving acceptable margins, and building a loyal specialist customer base.