2.2 The marketing mix: Test Pack

AQA 8132 · Calculator allowed · about 15 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Show your working for every calculation: method marks are available even if your final answer is wrong. Cobalt Coffee Co, used throughout this pack, is a fictional business.

1 Which one of the following best describes the 'marketing mix'?

- ☐ A) The combination of product, price, place and promotion decisions a business uses to market its offer
- ☐ B) The mix of different products a business sells within one shop
- ☐ C) The list of a business's suppliers and their delivery times
- ☐ D) The mix of full-time and part-time staff employed by a business

(Total for Question 1 is 1 mark)

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2 State two possible places (channels) through which Cobalt Coffee Co could sell its coffee.

(Total for Question 2 is 2 marks)

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3 Explain why Cobalt Coffee Co's marketing mix should reflect the needs of its target market.

(Total for Question 3 is 3 marks)

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4 Analyse how a decision to raise the price of Cobalt Coffee Co's coffee could affect the other elements of its marketing mix.

(Total for Question 4 is 4 marks)

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Mark scheme · 2.2 The marketing mix: Test Pack

Question 1

A cao **B1**

Answer: A

Question 2

any one channel, e.g. its own cafes **B1**

any second distinct channel, e.g. its own website/online store, wholesale to other cafes, farmers' markets **B1**

Answer: Any two, e.g. its own cafes and its own website.

Question 3

identifies that different customer groups want different things **B1**

explains that if the mix does not match what the target market wants (e.g. wrong price, wrong place), customers will buy from a competitor instead **B1**

links to a business consequence, e.g. lower sales and revenue for Cobalt Coffee Co **B1**

Answer: Different customers want different things, so if the mix does not match the target market's needs they will buy from a competitor instead, reducing Cobalt Coffee Co's sales and revenue.

Question 4

identifies an affected element, e.g. product **B1**

explains the link, e.g. a higher price may need to be justified by improving product quality or packaging, or customers will feel they are overpaying **B1**

identifies a second affected element, e.g. promotion **B1**

explains the link, e.g. promotion may need to shift from price-led messaging to quality- or brand-led messaging to justify the higher price **B1**

Answer: A higher price may need to be justified by improving the product (quality/packaging) so customers do not feel overpaying, and promotion may need to shift from price-led to quality-led messaging.

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