# 2.5 Promotion: 10-minute Pack

AQA 8132 · Calculator allowed · about 10 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. Elder and Sparrow, used throughout this pack, is a fictional business.**

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

- ☐ A) The methods a business uses to communicate with and persuade customers to buy
- ☐ B) The channel through which a business distributes its product
- ☐ C) The amount a business charges customers for a product
- ☐ D) The physical features and design of a product

**(Total for Question 1 is 1 mark)**

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**2** State two examples of digital/online promotion methods.

**(Total for Question 2 is 2 marks)**


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**3** Elder and Sparrow, a fictional independent homeware and gift business, is considering running a social media promotional campaign for the first time.
Explain one advantage of social media promotion for a small business like Elder and Sparrow.

**(Total for Question 3 is 3 marks)**

**4** Analyse how Elder and Sparrow's choice of promotional method should relate to its target market.

**(Total for Question 4 is 3 marks)**


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# Mark scheme · 2.5 Promotion: 10-minute Pack

## Question 1

A cao **B1**

**Answer: A**

## Question 2

any one digital promotion method, e.g. social media advertising **B1**

any second distinct digital method, e.g. email marketing, search engine advertising, influencer partnerships **B1**

**Answer: Any two, e.g. social media advertising and email marketing.**

## Question 3

identifies an advantage, e.g. it is relatively low cost compared with TV or print advertising **B1**

develops it, e.g. so a small business with a limited promotional budget can still reach a large audience **B1**

links to targeting, e.g. and it can be targeted precisely at Elder and Sparrow's specific customer segments **B1**

**Answer: It is relatively low cost compared with TV or print advertising, so a small business can still reach a large audience, and it can be targeted precisely at specific customer segments.**

## Question 4

identifies that different customer groups use different media/channels **B1**

explains that a method reaching Elder and Sparrow's actual target market (e.g. social media for younger, digitally active gift-buyers) will be far more effective than a method aimed at the wrong audience **B1**

links to the outcome, e.g. wasted budget and lower sales if the promotional method does not match the target market **B1**

**Answer: A promotional method that matches Elder and Sparrow's actual target market (e.g. social media for younger, digitally active gift-buyers) will be far more effective than one aimed at the wrong audience, which would waste budget and generate fewer sales.**


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