2.8 Branding and Its Role in Marketing: 10-minute Pack

AQA 8132 · Calculators not allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Short answers may be single words or short phrases; extended answers must be written in full sentences. Show any simple working where required. The fictional brands named in this pack are for practice only.

1 Which one of the following best defines a brand in a marketing context, referring to product identity?

- ☐ A) A legal contract to sell products
- ☐ B) A name, symbol or design that identifies a business's products
- ☐ C) The cost of producing a product
- ☐ D) A list of a business's suppliers

(Total for Question 1 is 1 mark)

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2 State two purposes of branding for a business like BrightBrew, the fictional coffee brand.

(Total for Question 2 is 2 marks)

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3 State one marketing advantage GlowClean gains from being able to charge a slightly higher price than PurePacks, due to its brand image.

(Total for Question 3 is 1 mark)

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4 Explain how strong branding could help BrightBrew reduce the risk of customers switching to a cheaper rival such as EveryCup. Apply this to the BrightBrew context in your answer.

(Total for Question 4 is 4 marks)

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Mark scheme · 2.8 Branding and Its Role in Marketing: 10-minute Pack

Question 1

B cao **B1**

Answer: B

Question 2

to create customer recognition/awareness **B1**

to build customer loyalty and encourage repeat purchase **B1**

Answer: Any two, e.g. create recognition/awareness; build customer loyalty and repeat purchase.

Question 3

higher profit margin on each sale, giving funds for promotion or product development **B1**

Answer: A higher profit margin per sale, which can provide funds for promotion or product development.

Question 4

identifies that branding builds customer loyalty or emotional attachment **B1**

explains that loyal customers are less likely to switch even if competitors offer lower prices **B1**

applies to BrightBrew, e.g. customers who like BrightBrew's logo and taste will choose it over EveryCup **B1**

links to an outcome, e.g. steadier sales and reduced price sensitivity **B1**

Answer: Branding builds loyalty or emotional attachment, making customers less likely to switch for a small price saving. For BrightBrew this means customers who like the brand image and trust its taste will keep buying BrightBrew instead of switching to EveryCup, giving BrightBrew steadier sales and lower price sensitivity.

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