



BUS.MK8 Branding and Its Role in Marketing

AQA 8132 · Calculators not allowed · about 40 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)

- 2** BrightBrew is a fictional coffee brand with a distinctive logo and slogan. Which of the following is the main purpose of BrightBrew's branding for customers?

- ☐ A) To make the product harder to find
- ☐ B) To help customers recognise the product easily
- ☐ C) To increase the product's variable costs
- ☐ D) To reduce the quality of the product

(Total for Question 2 is 1 mark)

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

(Total for Question 3 is 2 marks)

- 4** EveryCup, a fictional supermarket own-brand coffee, is sold without a logo or slogan and at a lower price than BrightBrew. State one way BrightBrew's strong branding could allow it to charge a premium price compared with EveryCup.

(Total for Question 4 is 2 marks)

- 5 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 5 is 4 marks)

- 6 GlowClean is a fictional branded household cleaner with a recognisable bottle shape and logo; PurePacks is a generic unbranded equivalent sold in plain packaging. Explain two benefits to GlowClean of the strong brand in comparison to PurePacks, applying your answer to the GlowClean context.

(Total for Question 6 is 4 marks)

- 7 Which one of the following is a likely effect of strong branding for a product like GlowClean?

- ☐ A) Customers find it harder to remember the product
- ☐ B) The product is easier for customers to recognise
- ☐ C) Variable costs automatically fall
- ☐ D) The product no longer needs packaging

(Total for Question 7 is 1 mark)

- 8 State one way a brand can create trust with customers, referring to the GlowClean context.

(Total for Question 8 is 1 mark)

- 9 PurePacks is sold in plain packaging and makes no effort to build a brand identity. State one disadvantage PurePacks has compared with GlowClean because it is unbranded.

(Total for Question 9 is 1 mark)

10 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 10 is 1 mark)

11 Which one of the following best describes brand loyalty?

- ☐ A) Customers always buy the cheapest product available
- ☐ B) Customers repeatedly buy the same brand even when alternatives exist
- ☐ C) A business reduces its advertising budget
- ☐ D) A product's variable costs fall over time

(Total for Question 11 is 1 mark)

12 State one way GlowClean could use its brand to support a new product launch in household cleaning, applied to the GlowClean example.

(Total for Question 12 is 1 mark)

13 Which one of the following is NOT a direct purpose of branding for a business like BrightBrew or GlowClean?

- ☐ A) To create recognition and repeat purchase
- ☐ B) To differentiate the product from competitors
- ☐ C) To guarantee lower production costs than rivals
- ☐ D) To build customer trust

(Total for Question 13 is 1 mark)

- 14** GlowClean is deciding whether to invest more in building its brand through improved packaging, a clearer logo and a consistent brand message, or to reduce marketing spend and compete mainly on price like PurePacks. Evaluate how important branding is to the success of GlowClean. Make a justified recommendation and use the GlowClean and PurePacks context from this pack in your answer.

Extended response: Evaluate branding importance for GlowClean

(Total for Question 14 is 9 marks)

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Question 1

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

Question 2

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

Question 3

- **B1** to create customer recognition/awareness
- **B1** to build customer loyalty and encourage repeat purchase
- **Answer: Any two, e.g. create recognition/awareness; build customer loyalty and repeat purchase.**

Question 4

- **B1** customers perceive higher quality or status because of the brand
- **B1** customers are loyal and prefer the branded product so accept a higher price
- **Answer: For example, customers may perceive BrightBrew as higher quality or more desirable because of its branding, and so accept paying a higher price than for EveryCup.**

Question 5

- **B1** 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
- **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.**

Question 6

- **B1** identifies a benefit, e.g. increased customer recognition leading to more sales
- **B1** develops the benefit, e.g. recognisable bottle and logo make the product easy to find on a shelf so impulse purchases rise
- **B1** identifies a second benefit, e.g. stronger loyalty or repeat purchase
- **B1** develops the second benefit, e.g. loyal customers may choose GlowClean over the cheaper PurePacks, supporting stable revenue
- **Answer: GlowClean's recognisable bottle and logo increase customer recognition, making it easier to spot on shelf and encouraging impulse buying. GlowClean's branding also builds loyalty, so customers repeat purchase rather than trying cheaper PurePacks, giving GlowClean steadier sales and the ability to maintain a premium price.**

Question 7

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

Question 8

- **B1** consistent quality or reliable performance of the product, e.g. GlowClean consistently cleans well
- **Answer: By delivering consistent quality or reliable performance, for example GlowClean consistently cleans effectively so customers trust it.**

Question 9

- **B1** lower customer recognition, making it harder to attract repeat purchases
- **Answer: Lower customer recognition, so it is harder for PurePacks to attract repeat purchases compared with GlowClean.**

Question 10

- **B1** higher profit margin on each sale, giving funds for promotion or product development
- **Answer: A higher profit margin per sale, which can provide funds for promotion or product development.**

Question 11

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

Question 12

- **B1** use GlowClean name and logo on the new product so customers transfer trust and are more likely to try it
- **Answer: Brand the new product with the GlowClean name and logo so customers transfer trust and are more likely to try it.**

Question 13

- **B1** C cao
- **Answer: C**

Question 14

- **Level 1** (1-3): Makes simple, undeveloped points about branding or price competition, with little or no use of the GlowClean/PurePacks context and no clear recommendation.
- **Level 2** (4-6): Develops arguments for the importance of branding and for competing on price, uses the GlowClean/PurePacks context, but does not fully weigh the evidence to reach a strongly justified recommendation.
- **Level 3** (7-9): Weighs arguments for and against investing in branding using the GlowClean and PurePacks context, analyses likely effects on sales, loyalty and margins, and reaches a clear, justified recommendation supported by that analysis.
- **Indicative content:**
 - For branding: recognisable packaging and consistent message increase customer recognition and trust, making GlowClean easier to find and more likely to be chosen over unbranded PurePacks.
 - For branding: stronger brand can create loyalty and repeat purchases, reducing price sensitivity and allowing GlowClean to maintain a premium price and higher profit margin per unit.
 - Against branding: investing in branding costs money up front and may take time to change customer behaviour; if most of GlowClean's target customers are highly price sensitive, spending on price reductions could win immediate market share.
 - Against branding: if competing firms quickly copy packaging ideas or if retail shelf space is limited, the benefit of extra packaging/design may be reduced.
 - Application: GlowClean already has a recognisable bottle and logo, so further brand investment may strengthen differentiation and support profitable sales to loyal customers; however, if PurePacks gains by chasing price-conscious segments, GlowClean must ensure its brand improvements clearly signal added value.
 - Judgement: a balanced recommendation is to continue to invest in branding that clearly communicates difference and quality, while monitoring sales and using targeted promotions where necessary, because for GlowClean the long-term benefits of increased loyalty and higher margins usually outweigh short-term gains from pure price competition.