

### Marketing – Higher Level

*In the case of a particular product/service of your choice, evaluate the role of (i) Advertising, (ii) Public Relations and (iii) Personal Selling in the promotion of the products/service.* (30m) (LCHL 2005)

**Marks:**

10 marks for each of (i), (ii), and (iii) as follows: 2 x 4 marks for two points of information; 2 marks for relating to the product/service of your choice.

**A SAMPLE ANSWER:**

Product: Ford Ka (or similar small car)

(i) Advertising:

Advertising means drawing the attention of the target market to the product, so as to persuade the target market to buy it.

The most persuasive advertising medium is TV, so advertising during a programme watched by the Ford Ka's target market (women aged 25-35) should be undertaken so as to maximise sales to this market.

(ii) Public Relations:

This means activities intended to create a positive image of the firm and its products.

This could be done by offering a Ford Ka as a prize in a draw for a Woman's charity or other good cause. P.R. can be a very effective way of getting around people's resistance to direct advertising, by creating a positive attitude towards the product.

(iii) Personal Selling:

This means using, face to face contact to sell. The salesperson must have the product knowledge, communication skills and ability to persuade, to convince consumers to buy. This final step is often a very important part of the promotional mix for high-value goods such as the Ford Ka: the consumer must be left feeling confident that this is the right choice when there's a lot of money being spent.

### Marketing – Ordinary Level

*Draft and label a product life cycle diagram.*

*(20m)(LCOL 2001)*

**Marks:** 3 points @ 5 marks each.

- Drawing the diagram clearly: 10 marks as follows: 2 marks each for Title; x axis labelled; y axis labelled; correct line; clarity.
- Naming the stages correctly: 5 X 2 marks = 10 marks

**Note how marks are lost** for not labelling the axes ('Sales'; 'Time') and for not giving the diagram a title ('Product Life Cycle').