



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	Level 2 Diploma in Business

Unit ID	<i>Sample</i>
Assessment	Understanding Marketing
Assessment Type	Global Examination
Date	<i>Sample</i>
Time	<i>Sample</i>

SAMPLE Examination Question Paper

Answer ALL questions in sections A and B

Time: 1 hour

The maximum mark for this paper is 100.

Any reference material brought into the examination room must be handed to the invigilator before the start of the examination.

Section A – Multiple Choice Questions

**Answer these in your answer booklet – do NOT write on this Question Paper.
Write ONE (1) correct answer from A, B, C, or D for each question in your answer booklet.**

Each question is worth 1 mark.

Question 1

What is one key role of marketing within an organisation?

1

- | | |
|---|---------------------------|
| a. Hiring employees | b. Managing finances |
| c. Identifying and meeting customer needs | d. Manufacturing products |

Question 2

Which of the following best describes marketing as a management process?

1

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|-----------------------------------|--|
| a. Planning advertising only | b. Customer acquisition and retention through strategic planning |
| c. Staff training and development | d. Stock management |

Question 3

Why is marketing important in an organisation?

1

- | | |
|--------------------------------------|--|
| a. To increase expenses | b. To improve communication within teams |
| c. To drive sales and support growth | d. To manage production |

Question 4

Which department is most likely to work closely with marketing?

1

- | | |
|----------------|-------------|
| a. Maintenance | b. Legal |
| c. Sales | d. Security |

Question 5

What is a typical aim of an organisation?

1

- | | |
|-----------------------------|-----------------------------------|
| a. Decrease brand awareness | b. Increase customer satisfaction |
| c. Raise employee turnover | d. Minimise profits |

Question 6

Marketing objectives are often based on: 1

- | | |
|--------------------|-----------------------------|
| a. Intuition | b. Employee age |
| c. Market research | d. Social media trends only |

Question 7

An example of a marketing objective could be: 1

- | | |
|---------------------------------|-----------------------------|
| a. Hire new staff | b. Reduce electricity bills |
| c. Increase market share by 10% | d. Move to a new office |

Question 8

Which of the following is **not** a typical source of market research data? 1

- | | |
|---------------------|------------------------|
| a. Customer surveys | b. Sales records |
| c. Weather reports | d. Competitor analysis |

Question 9

What is meant by 'validity' in market research? 1

- | | |
|---|--|
| a. How entertaining the data is | b. How well the research measures what it intends to |
| c. How many people agree with the results | d. How long the research took |

Question 10

Which of these is a method of market research? 1

- | | |
|-----------------------|------------------------|
| a. Online survey | b. Telephone interview |
| c. Company sales data | d. Focus group |

Question 11

Which tool can be used to analyse a company's marketing environment? 1

- | | |
|------------------------------|--------------------|
| a. SWOT analysis | b. Time sheet |
| c. Profit and loss statement | d. Job description |

Question 12

What makes a research method reliable: 1

- a. It gives the best results every time
- b. It's just people's opinions only
- c. Is done quickly
- d. Is expensive

Question 13

What is market segmentation? 1

- a. Selling products in bulk
- b. Dividing a market based on different characteristics
- c. Setting prices
- d. Deciding packaging

Question 14

A company targeting a specific age group is an example of: 1

- a. Product positioning
- b. Mass marketing
- c. Target marketing
- d. Brand loyalty

Question 15

Positioning a product in the mind of the customer means: 1

- a. Giving them free samples
- b. Influencing how customers perceive the product
- c. Telling them what to buy
- d. Offering discounts only

Question 16

What influences consumer buyer behaviour? 1

- a. Personal preferences
- b. Cultural factors
- c. Social influences
- d. All of the above

Question 17

Which of the following is **not** one of the traditional 4Ps? 1

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|--------------|----------------|
| a. Product | b. Place |
| c. Promotion | d. Partnership |

Question 18

The 'Place' in the marketing mix refers to: 1

- | | |
|------------------------------|---------------------------------|
| a. The colour of the product | b. Where the product is sold |
| c. Where the product is made | d. Where the company is located |

Question 19

Which of the following is an **extra P** in the extended 7Ps? 1

- | | |
|-------------|------------|
| a. Planning | b. Process |
| c. Product | d. Pricing |

Question 20

People in the 7Ps model refers to: 1

- | | |
|---------------------------------------|-------------------|
| a. Random individuals | b. Customers only |
| c. Employees and customer interaction | d. Celebrities |

Section B – Long Answer Questions

Answer these in your answer booklet – do NOT write on this Question Paper.

Each question is worth 20 marks.

Each question should be answered in approximately 200 words

Question 21

Explain the role and importance of marketing within an organisation. Discuss how marketing acts as a management process and how marketing objectives are formed based on organisational aims and research. **20**

Question 22

Describe different methods of market research and discuss how an organisation ensures the validity and reliability of the data collected. Explain how tools such as SWOT or PESTLE can help analyse the marketing environment. **20**

Question 23

Using a real or fictional company, explain how it can segment its market, target specific groups, and position its products effectively. Discuss how understanding consumer behaviour influences marketing decisions. **20**

Question 24

Explain the 7Ps of the marketing mix and evaluate how a company can use them to develop an effective marketing strategy. Use examples to illustrate your points. **20**

END OF PAPER