

Kibworth Mead Academy

GCSE Business Studies

Unit 2: Marketing

Revision Guide



Name:

Target grade:

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Unit 2: Marketing -An overview

Paper 1: Business Activity, Marketing and People		
Content overview	Assessment overview	
Business Activity Marketing People	Business 1 80 marks 1 hour 30 minute paper	50% of total GCSE

Topic	Content
2.1 The role of marketing	<ul style="list-style-type: none"> ▪ The purpose of marketing within business
2.2 Market research	<ul style="list-style-type: none"> ▪ The purpose of market research ▪ Primary research methods ▪ Secondary research methods ▪ How appropriate different methods and sources of market research are for different business purposes ▪ The use and interpretation of qualitative and quantitative data in market research
2.3 Market segmentation	<ul style="list-style-type: none"> ▪ The use of segmentation to target customers
2.4 The marketing mix	<ul style="list-style-type: none"> ▪ The 'four Ps' of the marketing mix and their importance <ul style="list-style-type: none"> ○ Product ○ Product - stages of the product life cycle ○ Pricing methods ○ Promotion - point of sale ○ Promotion - advertising ○ Place - distribution of products and services ▪ How the four Ps of the marketing mix are used to inform and implement business decisions ▪ Interpretation of market data

Personalised Learning Checklist

Complete the checklist below to rate your understanding of each of the topics in

Unit 2: Marketing

Tick the relevant column to identify your learning and understanding of each of the areas studied.

Unit 2: Marketing



2.1 The Role of Marketing			
The purpose of marketing <ul style="list-style-type: none"> ○ The importance to a business of identifying and understanding its customers ○ Informing customers ○ Increasing sales 			

2.2 Market Research			
The purpose of market research <ul style="list-style-type: none"> ○ Identifying and understanding customer needs 			
Primary research methods <ul style="list-style-type: none"> ○ Questionnaires ○ Interviews ○ Trialling ○ Focus groups 			
Secondary research sources <ul style="list-style-type: none"> ○ Newspapers and magazines ○ Census ○ Websites ○ Internal data 			
How appropriate different methods and sources of market research are for different business purposes			
The use and interpretation of qualitative and quantitative data in market research			

2.3 Market Segmentation			
The use of segmentation to target customers <ul style="list-style-type: none"> ○ Age ○ Gender ○ Income ○ Location ○ Lifestyle 			

2.4 The Marketing Mix			
The four P's of the marketing mix and their importance <ul style="list-style-type: none"> ○ Price 			

<ul style="list-style-type: none"> ○ Product ○ Place ○ Promotion 			
Product <ul style="list-style-type: none"> ○ Design, Invention, Innovation 			
Product - stages of the product life cycle <ul style="list-style-type: none"> ○ Introduction, Growth, Maturity, Decline 			
Pricing methods <ul style="list-style-type: none"> ○ Skimming, Cost-plus, Penetration, Competitor, Promotional 			
Promotion - point of sale <ul style="list-style-type: none"> ○ Price reductions, Loss leaders, Competitions, Free samples 			
Promotion - advertising <ul style="list-style-type: none"> ○ Social media, Websites, Print media, Television, Radio 			
Place - distribution of products and services <ul style="list-style-type: none"> ○ Digital and physical distribution channels 			
How the four Ps of the marketing mix work together			
The use of the marketing mix to inform and implement business decisions			
Interpretation of market data <ul style="list-style-type: none"> ○ Changes in demand, target market and market share, changes in product and effects of promotion 			

Glossary/Key Terms

In your exam you will be required to explain the meaning of a range of key terms.

In most cases 2 marks are available for demonstrating full understanding of the key term and 1 mark for providing a relevant example.

Complete the glossary below so that you have a full set of key term definitions with examples

Key Term	Explanation	Example
4ps of the marketing mix		
Advertising campaign		
Advertising media		
Census group		
Competitor pricing		
Cost-plus pricing		
Decline		
Design		
Digital distribution		
Focus group		
Growth		
Innovation		

Interview		
Introduction		
Invention		
Market data		
Market research		
Market segmentation		
Market share		
Maturity		
Penetration pricing		
Physical distribution		
Points of sale promotion		
Primary research		
Product life cycle		
Promotional pricing		
Qualitative data		

Quantitative data		
Questionnaire		
Secondary research		
Skimming		
Target market		
Trials		

Exam 'Top Tips'

Multiple Choice Test Taking Tip

Come up with the answer in your head before looking at the possible answers, this way the choices given on the test won't throw you off or trick you.



Read the question carefully and decide on the answer.

Check the possible options and cross out the ones that are **definitely wrong!**

"Be specific about what the product or service actually is. Use actual competitor names too"

Read the question and the information very carefully. Some of your answers will come directly from the text!

Highlight/underline key information in the text

"Follow the correct structures, you have been given them for a reason"

DO YOUR BEST TO BEAT THE TEST Test Taking Strategies



1. Three is key! **READ** the passage, **READ** the questions, **REREAD** the passage to find your answer.



2. Look back and highlight or underline **evidence** from the text that proves or supports your answer.

"Where the question asks for TWO reasons/example/benefits, make sure you include TWO"

"If the question doesn't tell you how many to include, look at the number of marks available"



Test Taking Tip

Use all your time. If you happen to finish the test before time is up, go back over the questions, especially the ones that seemed hard, and check your work.

If you finish your paper before the 90 minutes are up

Check, check and check again!
Ask yourself: So? Why? How? If?

Exam Structures

Follow each of the structures below when answering your exam questions

Explain [2 marks]
Point
Explain <i>2 strands of information using a connective</i>

Recommend [3 marks]
Point
Explain <i>2 strands of information using a connective</i>
Impact
However

Explain [4 marks]
Point
Explain <i>2 strands of information using a connective</i>
Point
Explain <i>2 strands of information using a connective</i>

Evaluate/Discuss [7/9 marks]
Point 1
Explain positive <i>2 strands of information using a connective</i>
Impact
However
Explain negative <i>2 strands of information using a connective</i>
Impact
Point 2
Explain positive <i>2 strands of information using a connective</i>
Impact
However
Explain negative <i>2 strands of information using a connective</i>
Impact
In conclusion the business should..... The most important reason for this is.....because..... While they do need to consider..... I would still recommend.....for the business because.....

Analyse [3 marks]
Point
Explain <i>2 strands of information using a connective</i>
Impact

Analyse [6 marks]
Point
Explain <i>2 strands of information using a connective</i>
Impact
Point
Explain <i>2 strands of information using a connective</i>
Impact

2.1 The role of marketing

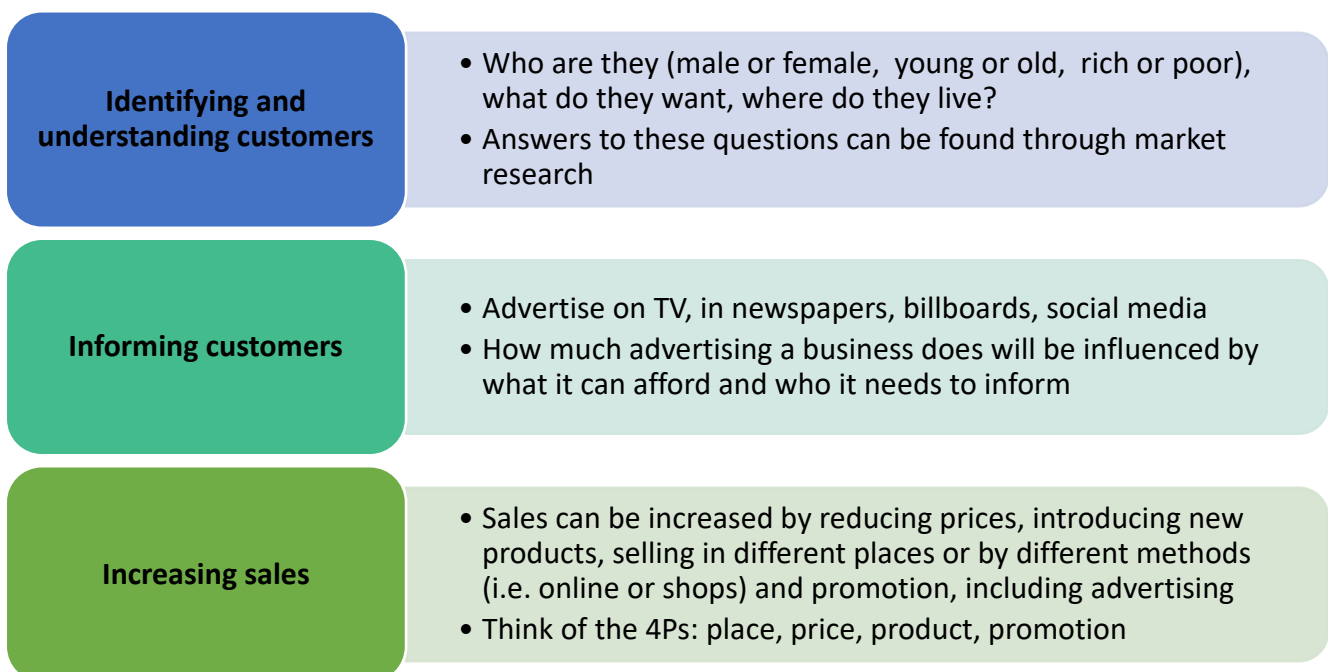
Specification content	What you should know
The purpose of marketing within business	✓ The importance to a business of identifying and understanding its customer, informing customers, increasing sales

Purpose of marketing within business

When a business decides to **market** a product it will need to consider the following factors:

- Finance - how much finance is available to spend on research and development of the new product or an advertising campaign?
- Who the marketing is aimed at - young people may be more likely to respond to advertisements on social media. Different people may require different products, for example, some older people may like a mobile phone that has large buttons and is easy to use; only rich people may be willing to pay high prices for top quality goods
- Location of potential customers - which country or region of a country do they live and what language do they speak

The diagram below shows the main purposes of **marketing**:



For each of the statements below, identify whether they are true or false in relation to the role of **marketing**.

Statement	True	False	Statement	True	False
Increase the production of products			Make higher quality products		
Give workers a better place to work			Increase the sales of products and services		
Inform customers of new products			Undertake market research in order to understand the needs of customers		

2.2 Market research

Specification content	What you should know
The purpose of market research	✓ Identifying and understanding customer needs
Primary research methods	✓ Questionnaires, interviews, trials, focus groups
Secondary research methods	✓ Newspapers and magazines, census, websites, internal data
How appropriate different methods and sources of market research are for different business purposes	✓ Make recommendations in different contexts as to which method of market research is more appropriate
The use and interpretation of qualitative and quantitative data in market research	<ul style="list-style-type: none"> ✓ Understand which methods collect qualitative and quantitative data ✓ Analyse the benefits of each

Purpose of market research

Market research is about identifying and understanding customer needs in order to produce goods and services to meet those needs. It is used to inform business decisions and so can influence whether a business succeeds or fails.

If a business does no **market research**, or conducts its research poorly, the chance of the business succeeding will be reduced. Any information gathered through **market research** must be interpreted correctly to:

- Understand its significance to the business
- Help marketing decision makers in the business choose the marketing strategy which best meets the needs of their target market.

Though **market research** costs money, this will, if the research is used effectively, be repaid to the business as sales revenue.

The figure below summarises what **market research** is about.

Marketing involves the 4 Ps

- Place
- Price
- Product
- Promotion

Market research aims to find out information about the target market:

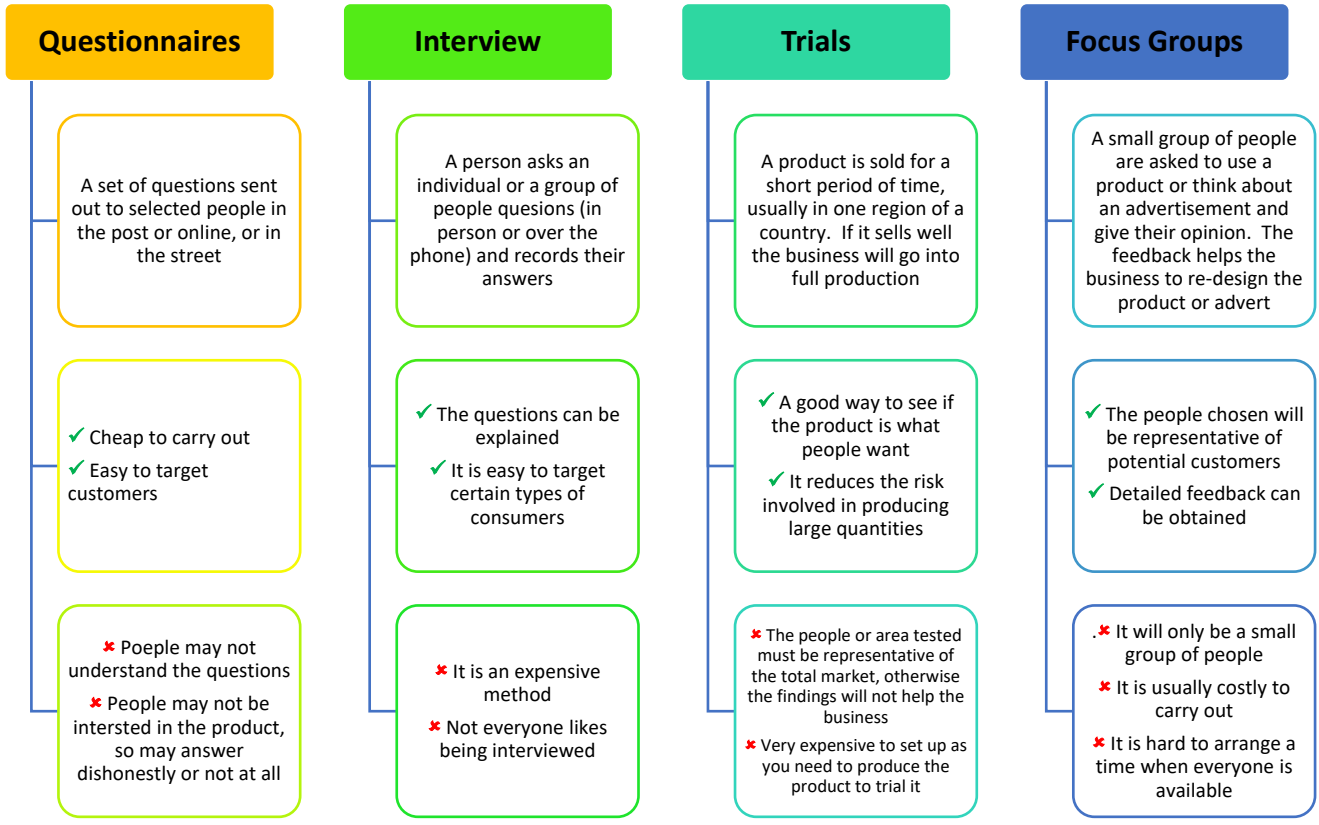
- Their age
- Their economic status
- Their culture
- Where they are
- What they want

Good market research helps a business to be successful and avoid expensive mistakes by finding out:

- The product the customers want
- The price its customers are willing to pay
- The design of the product that will attract customers
- How many products customers will buy
- How to target customers
- Where and how to sell the goods and services

Primary research methods

Primary research is about collecting new data directly from people within the target market. The diagram below summarises the main methods used to collect **primary data** and their advantages (✓) and disadvantages (✗).



Complete the table below by matching the correct starting phrase with one of the ending phrases

Starting phrase
Primary research is also known as.....
Trials are used to.....
Smaller businesses often do not use primary research.....
Focus groups are usually.....

Ending phrase
.....made up of people who represent the target market
.....because it can be expensive
.....field research
.....establish whether there is demand without committing fully to the idea

Secondary research methods

Secondary research involves using information that has already been collected. The table below summarises the main sources of **secondary data** and their advantages and disadvantages.

Method	Description	Advantages	Disadvantages
Census data	<p>The national census finds out information about all UK households every 10 years</p> <p>It includes information about the numbers of people living in the household, their income and where they live</p>	<ul style="list-style-type: none"> ▪ Information comes from a lot of people - almost the whole population of the country ▪ It is already collected and analysed, reducing the cost to the business 	<ul style="list-style-type: none"> ▪ Information has not been collected to meet the specific needs of the business ▪ The information will need careful interpretation

Newspapers and magazines	Articles in publications often describe peoples interests and current fashions	<ul style="list-style-type: none"> Such information is up to date, cheap (involves only the cost of the newspaper or magazine - could even be free online) and is a good source of ideas 	<ul style="list-style-type: none"> Information will be general and not specific to the business
Websites	Information about other companies can be found, including what they sell and the prices they charge	<ul style="list-style-type: none"> Cheap to collect and readily available. Such data can help a business decide what to produce as well as the price to charge 	<ul style="list-style-type: none"> The information will need careful interpretation by the business
Internal data	This is data collected by the business about, for example, its past sales and profits as well as customer feedback	<ul style="list-style-type: none"> Cheap to collect Readily available Specific to the business 	<ul style="list-style-type: none"> Data is historical - it looks at what has happened, not what will happen

Appropriateness of different methods of research

When choosing to conduct **market research**, a business must decide whether to use primary or secondary research or both. The decision will be influenced by the following factors:

- How much the business can afford to spend - some organisations will only be able to afford secondary research, while others may be willing to spend large amounts of money on primary research
- What information is required -first hand information from potential customers gained from, for example, an interview or a trial may be a good way to get opinions about a new product. Secondary information about people in the local community may be gained from the Census or from local newspapers. Information about competitors may be obtained from their websites.

- Location of customers - a questionnaire or telephone interview may be a good way of getting information from customers in another country. A local newspaper may provide information about the market in a particular town.
- How quickly the information is needed - it will be quicker to use secondary information than to have the prepare and carry out primary research

Use and interpretation of qualitative and quantitative data

The table below summarises the difference between **qualitative** and **quantitative** data as well as some advantages and disadvantages.

Qualitative data is usually collected using primary research as it involves finding out the opinions of customers who use the product or service.

- An advantages of qualitative data is that it helps a business to understand what customers are thinking and what they want
- You get detailed feedback based on opinions
- A disadvantage of qualitative data is that information may only be provided by a limited number of people

Quantitative data provides facts, for example, about what people do, what they spend or where they shop. A business may want to know how often a person goes to the cinema, for instance

- An advantage of quantitative data is that it is easy to analyse. It can be gathered from a lot of people
- A disadvantage of quantitative data is that it limits how much people can say about what they like or dislike

2.3 Market segmentation

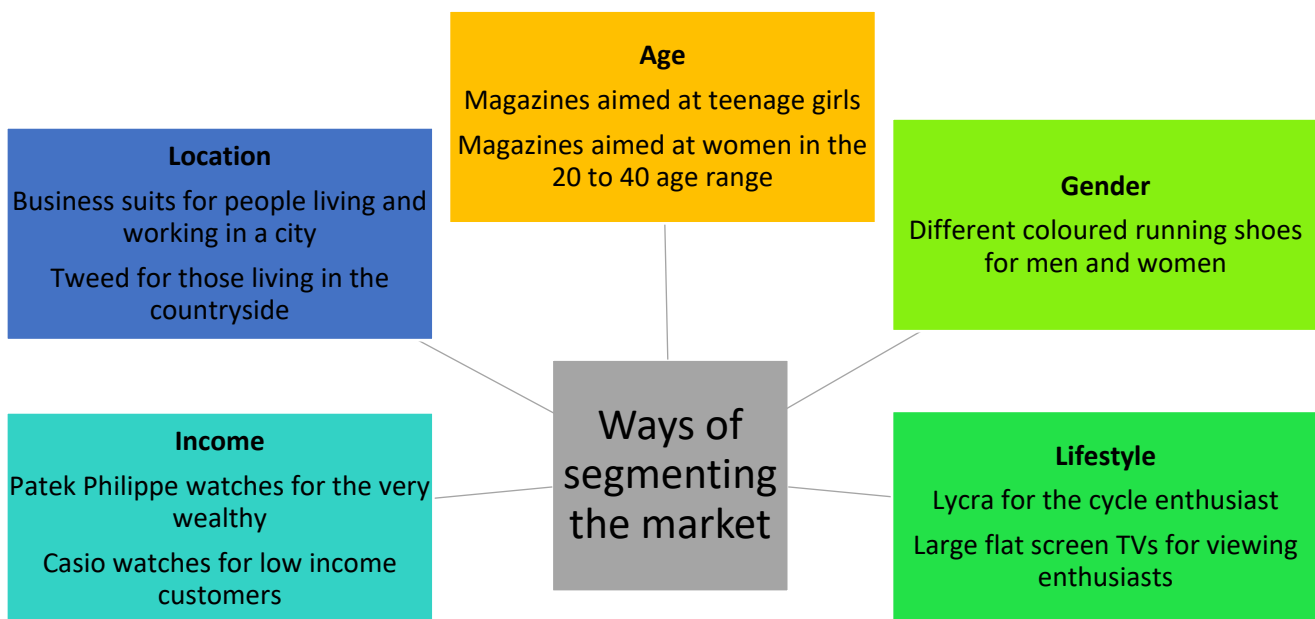
Specification content	What you should know
The use of segmentation to target customers	✓ Age, gender, income, location, lifestyle

The use of segmentation to target customers

The market for a product can be divided into **segments**, known as **market segmentation**. People in different **segments** often want different kinds of products or services. Businesses need to know this so that they can target their products at the different needs of customers of each **segment**. When a business targets the different **segments** in its market, it will need to consider the following:

- Whether to produce different products for different markets - the business may consider offering male/female versions or basic and more sophisticated models
- What price to charge - high or low?
- How to promote the products - the type of media to use and what message this method may give
- Where to locate shops - town centre, shopping mall, holiday resort - and whether to sell online or not?

The diagram below illustrates different ways of **segmenting** the market.



2.4 The marketing mix

Specification content	What you should know
The four Ps of the marketing mix and their importance	<ul style="list-style-type: none"> ✓ Price, product, place, promotion ✓ Design, invention, innovation ✓ Introduction, growth, maturity, decline ✓ Skimming, cost-plus, penetration, competitor, promotional ✓ Price reductions, loss leaders, competitions, free samples ✓ Social media, websites, print media, television, radio ✓ Digital and physical distribution channels
How the four Ps of the marketing mix work together	<ul style="list-style-type: none"> ✓ How does one element affect another, positively and negatively
The use of the marketing mix to inform and implement business decisions	<ul style="list-style-type: none"> ✓ Changes in demand, target market and market share, changes in product and effects of promotion
Interpretation of market data	<ul style="list-style-type: none"> ✓ What does the data in different contexts mean

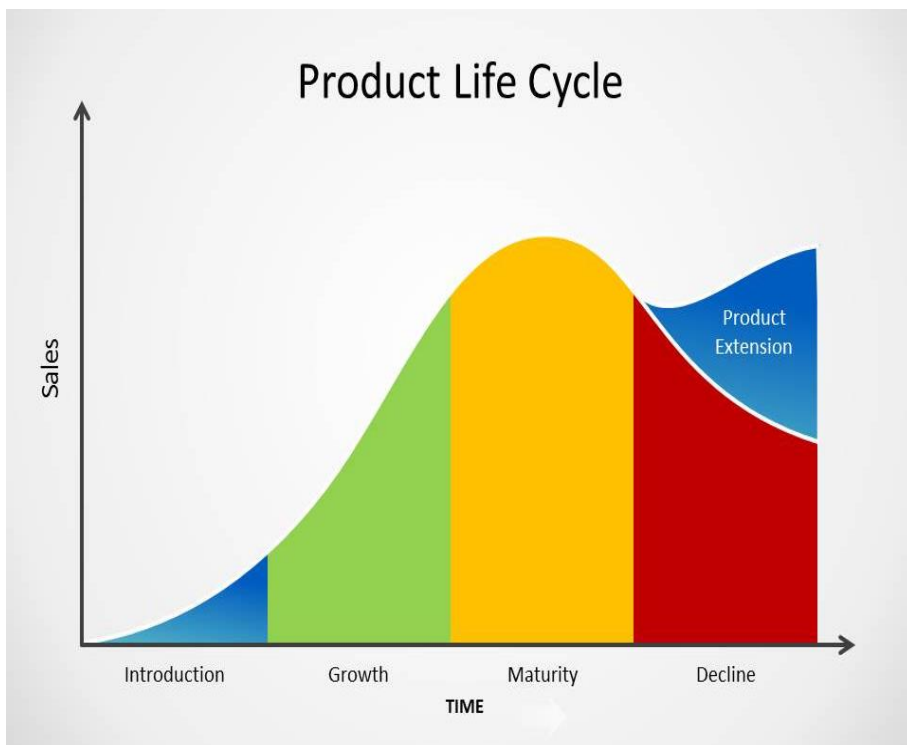
The **marketing mix** refers to the 4 Ps of **marketing** - Place, Price, Product, Promotion - which are used together to market a product or service

Product: Product and product life cycle

Market research will inform businesses what customers want. The business must design, invent or innovate so that it is producing the **products or services** that customers want to buy.

Activity	Meaning	Example
Design	When a business plans what a product will do [its function] and what it will look like [its style]	The Ford Focus is designed to meet the needs of lower-middle class workers such as junior managers and skilled workers such as plumbers and electricians. These consumers have a median age of 42 and a household income of around £50,000. They want features such as automatic parallel parking, rain-sensing windshield wipers, parking cameras and keyless entry, among others.
Invention	When a business comes up with a new product or service	Firms have recently been working on mobiles phones that can be charged without having to be plugged in. Samsung is now currently working on a phone that folds into a tablet
Innovation	When a business improves a product which already exists	The Samsung s10 mobile phone is an improvement on the Samsung s9

The **product life cycle** usually refers to the four stages of life that a **product** usually goes through. The diagram below illustrates the **product life cycle**. Can you match the definition with the correct stage of the **life cycle**?



When sales are falling as the product or service is seen by customers as old.

When sales are growing strongly as the new product or service becomes known.

When a product or service is first on sale.

When sales are at their highest level.

Advertising will be high during the **introduction** stage to ensure customers know about the **product**. During the **growth** phase, advertising is used to reinforce awareness of the **product**. In **maturity**, additional advertising may be used to keep sales high. In **decline**, buyers may be encouraged with special offers to buy stocks of goods the business has left over. The firm could also try to find new users for the **product** to extend its sales and **life cycle**.

Using the words below, fill in the gaps to complete the paragraph

The product life cycle is divided into _____ parts and shows the _____ of a product measured against _____. The first stage is called _____ and is where the product is new. Advertising is often _____ at this stage to make sure that customers are aware of the product. The next stage is _____ where the product is becoming well-known. When the product reaches _____ sales are at their highest, though sales growth is _____. The final stage is _____ where the sales are falling and a business might be thinking introducing a _____ product.

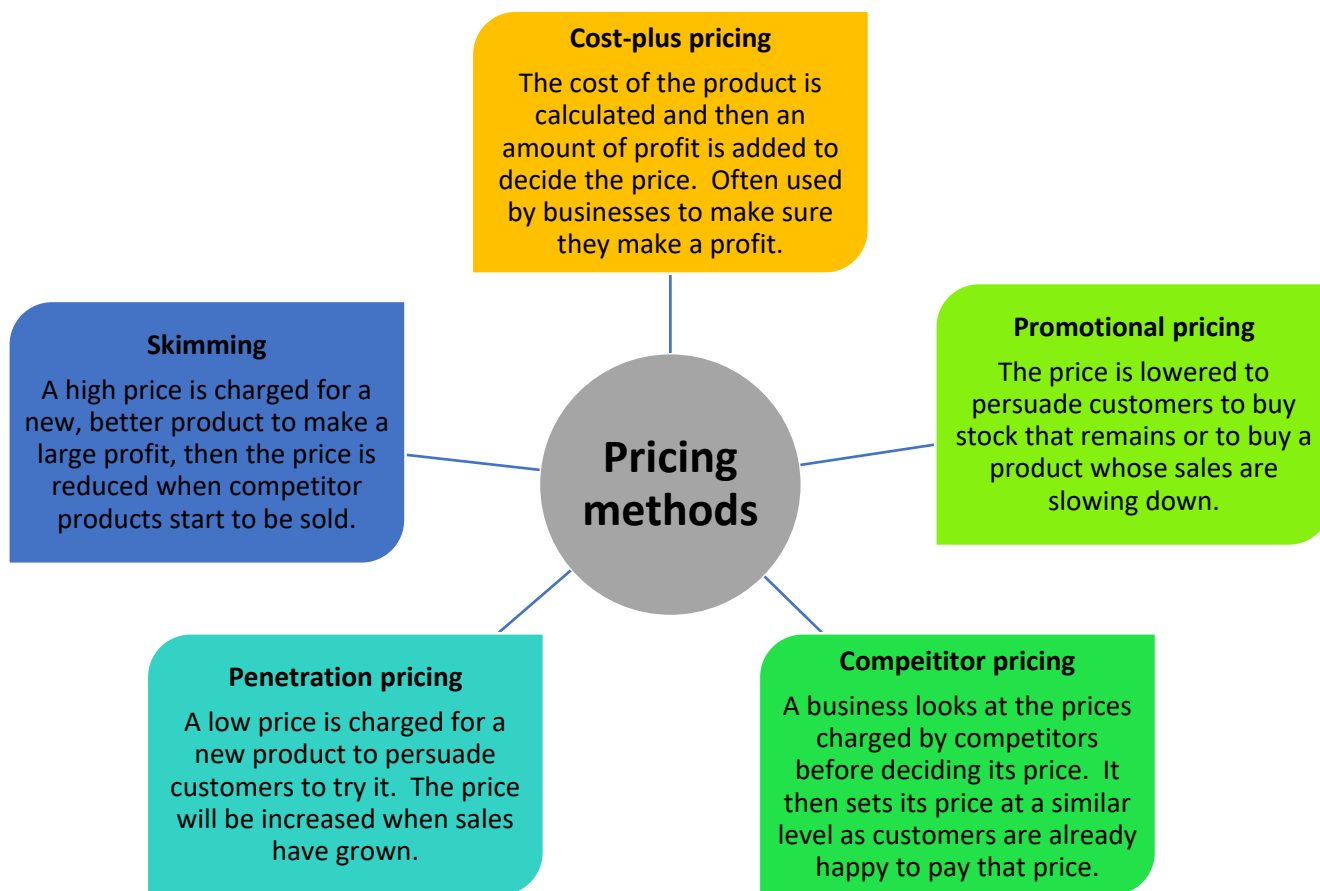
introduction **high** **replacement**
maturity **growth** **decline** **slowing**
four **life** **time**

Price: Pricing Strategies

A business must take great care when deciding what **price** to charge for a product or service. Businesses must consider the following:

- How new the business is
- How new the product is
- The quality of the product
- The number and nature of the competitors
- How well customers know the product already
- What stage of the product life cycle the product is at
- The costs of producing the product

Businesses in different situations will use different **pricing methods**. The diagram below summarises the **pricing strategies** that you need to know.



Using the words below, fill in the gaps to complete the paragraph

When a business first introduces a new product it may use _____ pricing if it wants to gain market share from _____. If the product or service is thought to be much _____ than the competition, a business might use _____ in order to make as much _____ as they can.

After time, when the product becomes older, a business might have to _____ the price in order to keep sales _____ as consumers see the product as being dated. To finally get rid of old stock when the product or model is no longer made, when _____ pricing may be used

competitors

high

skimming

lower

promotional

profit 22 | Page

better

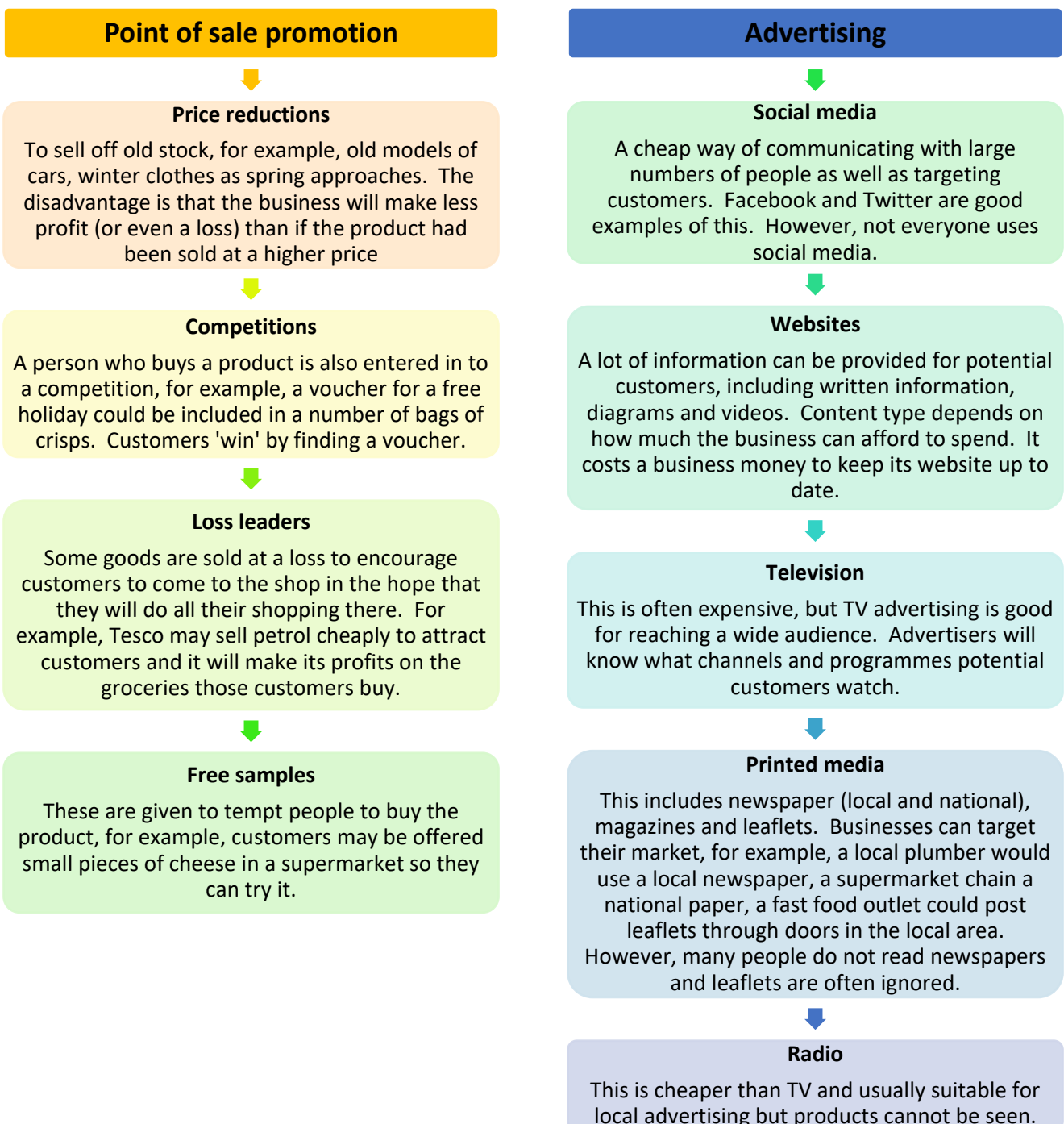
penetration

Promotion: Point of sale and advertising

Promotion is about informing customer about what is for sale and persuading them to buy. There are four key aims of **promotion** you need to be aware of:

1. To inform customers about a product or service (especially when new or changed)
2. To keep a business ahead of its competitors
3. To create or change the image of a business, its products and services
4. To maintain or increase sales

Promotion is divided into two main areas; **point of sale promotion** and **advertising**. The diagram below summarises the main types of **promotion** and **advertising**.



For each of the statements below, identify whether they are true or false in relating to **promotion**.

Statement	True	False	Statement	True	False
A loss leader is meant to make a loss to keep the business in the lead			Free samples are often seen in products such as cosmetics		
Competitions are only used by supermarkets to promote the food they sell			Supermarkets use loss leaders to encourage shoppers to visit their stores		
Price reductions are often seen in shops in January			Promotion is mainly concerned with making sure that old stock is sold at the best possible price		

Place: Distribution of products and services

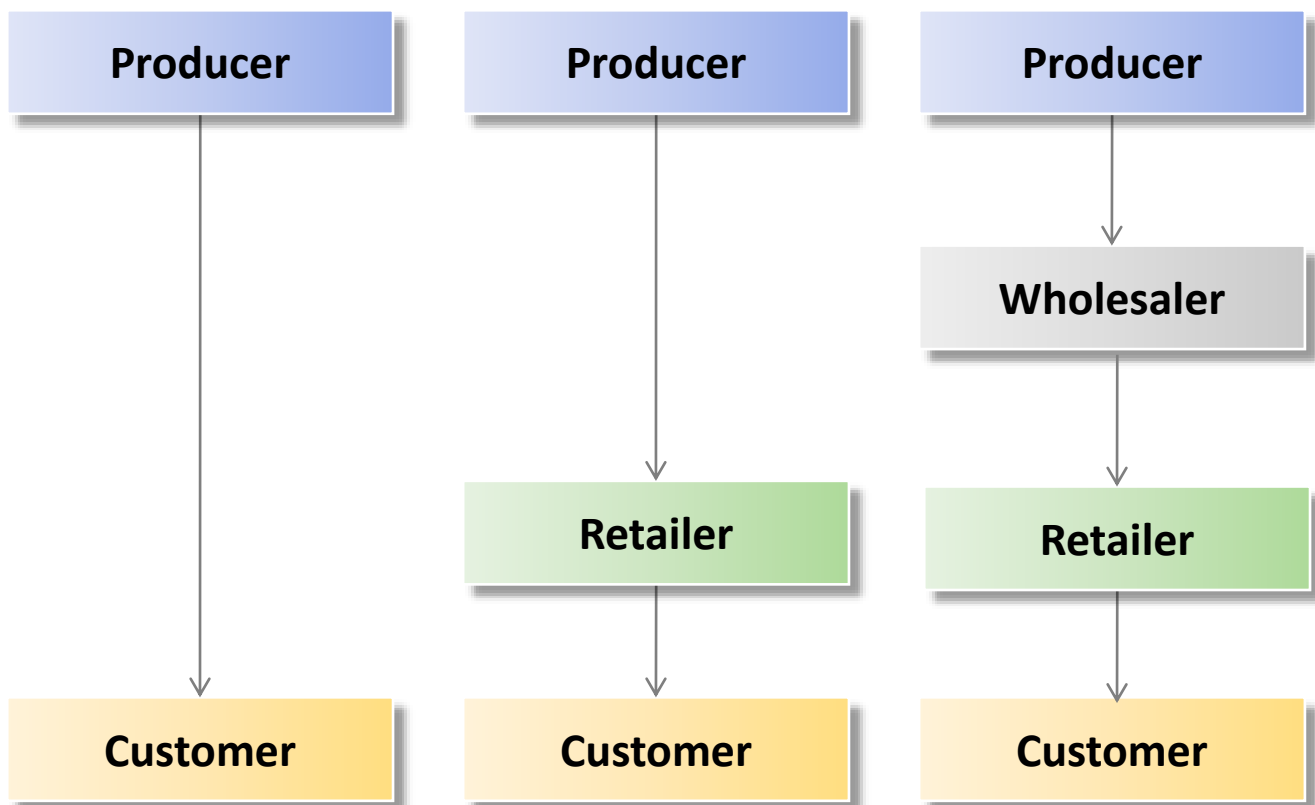
Place is concerned with the **distribution** of goods and services, that is, how those goods and services reach the customer. There are two main methods of **distribution**; **physical** and **digital**.

Physical distribution is the movement of goods from the producer (manufacturer) to the customer. There are three different **physical distribution** channels and these are shown in the diagram below.

Channel 1

Channel 2

Channel 3



The advantages of the three channels above are as follows:

- Channel 1 - by missing out wholesalers and retailers, the producer makes more profit, rather than sharing it with a wholesaler and/or retailer
- Channel 2 - selling directly to the retailer means the producer can benefit from keeping some of the profit that would have been made by the wholesaler, while being confident the retailer will be able to market the goods to consumers.
- Channel 3 - a wholesaler can break up bulk stock and offer retailers the goods in the quantities that they can afford, and which they can sell, so, more retailers are willing to sell the goods.

Digital distribution is when the product can be downloaded by the consumer directly from the seller, as in the case of books from Amazon onto a Kindle or music from Spotify onto a MP3 player.

Advantages and disadvantages of **digital distribution** are contained in the table below

Advantages	Disadvantages
<ul style="list-style-type: none"> ▪ The consumer can buy the product 24/7 ▪ It is a method of selling, without the costs of a physical shop or transport ▪ The business can sell throughout the world and so has more potential customers ▪ A business may be able to improve its image with skilful use of websites ▪ Less staff may be needed which will cut costs 	<ul style="list-style-type: none"> ▪ Physical goods cannot be distributed digitally ▪ It is a very competitive market as consumers can compare prices and products online ▪ Customers who do not own a computer will be unable to buy online ▪ Some customers do not like sharing their bank or credit card details online ▪ Digital content can easily be copied and illegally shared for free online

Using the words below, fill in the gaps to complete the paragraph

Physical distribution is all about getting the _____ to the _____.

Some businesses sell _____ to the consumer. These businesses are usually _____. Other businesses may sell to a _____ such as Currys who then sells to the customer. Larger businesses may sell to a _____ whose job it is to break _____ and sell smaller amounts to a retailer. Businesses such as Tesco and Marks & Spencer have their own _____ distribution centres where much of their stock is stored.

regional **product** **small** **consumer**
wholesaler **direct** **the bulk** **retailer**

How the 4 Ps work together

The 4Ps of the **marketing mix** work together. When making decisions about the **marketing mix**, businesses must consider the following:

- The type of product they are selling
- The cost of the product
- The stage of the product life cycle the product is at
- The target market
- The funds available for marketing

The table below show how the 4Ps may mix together at different stages of the product life cycle of a mobile phone.

Marketing mix	Product life cycle stage			
	Introduction	Growth	Maturity	Decline
Product	Introduce a new, high-tech phone	The phone does not change Begin the process of innovating and designing a model to replace the phone	Add new styles of the phone to attract a wider range of customers Continue the design and development process	Introduce new features to attract sales, for example, a larger memory or a better camera Be ready to introduce the new model once sales of the current phone can no longer be extended
Price	Use price skimming to make high profits from the phone,	Reduce price to maintain sales	Maintain a stable price	Use promotional 'reduced' pricing to

	because some consumers will be willing to pay the high price			extend sales of the phone
Place	Sell through exclusive shops to stress the product's quality and to be able to sell at a high price	Sell through a wide range of shops and online to increase customers	Continue sales through a wide range of outlets	Continue sales through a wide range of outlets but reduce sales in outlets that are not selling many of the phones
Promotion	Use targeted advertising to generate interest in the product and stress its quality and exclusively to people who are interested in new technology	Advertise widely to stress the benefits of the phone to a wider market	Continue to advertise to highlight differences of the phone compares to its competitors	Advertise to raise awareness of price reductions Give special offers such as free phone cases with the phone to encourage people to buy

It is possible to judge the effectiveness of a **marketing mix** by asking the following questions:

1. Have total sales increased and if so, by how much?
2. Has the stock of products been sold off?
3. Has the number of people who buy a good or service increased and if so, by how many?
4. Has the business been able to increase the price or has it reduced the price?
5. Has total sales revenue increased or decreased and by how much?
6. Has the profit made by the business increased or decreased and by how much?

Interpretation of market data

Most businesses collect **market data** to help them to make decisions. Using and **interpreting data** means that decisions are informed - not just guesses about what is needed or what is happening.

The table below shows data which can help **marketing decisions**.

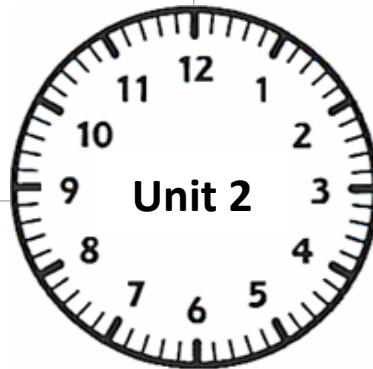
Example of data	Information provided	Example use of data
Changes in demand	Data can show if demand for a product is rising, falling or is unchanged	Inform possible changes to: - price - increase or reduce - advertising - more or less needed - the type of advertising - promotional offers - introduce a new product
Target market	Who the customer are What the customers want	To decide: - the design of the product

	Any changes in the target market, for example, increase in older people who are interested in the product	<ul style="list-style-type: none"> - how much to charge for the product - where, when and how to advertise - which retail outlets to use - which promotional offers, if any, to use
Market share	The percentage of the total sales in a market of the business, and how this may be changing	To help decide whether to change or to maintain the current marketing mix
Product changes	This will indicate if consumers want different products and if those of competitors are more or less successful	The first decision will be whether or not the business needs to introduce a new product to match consumer needs and/or competitor products
Effect of promotion	How the promotion is affecting sales and profits	Use data to evaluate the effectiveness of any current promotion and make changes if necessary

Revision Clocks

The marketing mix

The role of marketing



Market segmentation

Market research

The marketing mix

The role of marketing



Market segmentation

Market research



1. Three is key! **READ** the passage, **READ** the questions, **REREAD** the passage to find your answer.



2. Look back and highlight or underline **evidence** from the text that proves or supports your answer.

Possible Practice Exam Questions

Answer each of the following exam style questions. Use the structures on p10 to help you.



1. Three is key! **READ** the passage, **READ** the questions, **REREAD** the passage to find your answer.



2. Look back and highlight or underline **evidence** from the text that proves or supports your answer.

Horewood Hotels (HH)

Horewood Hotels is an established chain of hotels across East Anglia. It recently has been considering re-branding its city-based hotels for the business traveller, a niche market. This would involve creating a floor in the hotel that has a gym and shared office space where business travellers could hold meetings and make use of computers, Wi-Fi and photocopiers etc.

The first hotel they are thinking of changing is in Cambridge. The local manager collected the following data.

	Horewood Hotel, Cambridge	Competitor hotel in Cambridge
% of customers who are business travellers	65%	48%
Cost of a day pass to local gym	£12	£12
Price per night after development	£75	£70
Promotional price for Business travellers	£65	No offers

HH is planning to advertise through its website and social media as a lot of its previous customers stay in touch via the internet. It will also offer some sales promotions for loyal businesses who use the hotels for their staff.

The manager feels they should use promotional pricing to start with to win people over but some feel that the hotel is unique and therefore a skimming strategy might work better and earn them more money.

1. Identify one primary and one secondary research method HH could have used to collect their data. [2]

2. Analyse one advantage to HH of using social media to advertise their hotels. [3]

3. Analyse one benefit to HH of using promotional pricing for the Cambridge hotel. [3]

4. Analyse one benefit to HH of using skimming for the Cambridge hotel. [3]

5. Recommend whether HH should use promotional pricing or skimming in its re-branded hotels. [3]

6. Discuss whether HH should develop the Cambridge hotel into a business traveller hotel. You should refer to the data in the text above. [9]

Self-Review of Unit 2: Marketing

I have completed the following tasks (✓):

- Personalised Learning Checklist
- Glossary of key terms
- Read the exam 'top tips'
- Learnt the exam structures
- Read the topic information and completed all tasks
- Completed at least two revision clocks
- Answered **all** of the possible exam questions using the exam structures

The topics I understand well are.....

The topics I need to improve on are.....

My targets to help me improve in this unit are.....

1.

2.

Additional Support

If you need any further support please speak to your teacher!

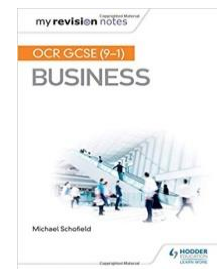
Course textbook: OCR GCSE (9-1) Business

https://www.amazon.co.uk/OCR-GCSE-9-1-Business-Third/dp/1471899365/ref=sr_1_2?crid=3CWFI3AR0SAZ9&keywords=ocr+gcse+business+studies+9-1&qid=1556985885&s=gateway&sprefix=ocr+gcse+business%2Caps%2C185&sr=8-2



Revision guide: My Revision Notes OCR GCSE (9-1)

https://www.amazon.co.uk/My-Revision-Notes-GCSE-Business/dp/1510423699/ref=sr_1_1?crid=3CWFI3AR0SAZ9&keywords=ocr+gcse+business+studies+9-1&qid=1556986123&s=gateway&sprefix=ocr+gcse+business%2Caps%2C185&sr=8-1



You could also try the following websites:

<http://www.bbc.co.uk/education/subjects/zpsvr82>

<http://www.businessed.co.uk/index.php/home/activities/gcse-activities/gcse-activities-topic>

<https://www.tutor2u.net/>

