

Answers and marking guidance

Award one mark per correct, developed point unless stated. Other valid answers should be credited.

2 Describe two benefits to a company of having a strong brand name.

- Customers trust the quality so they buy again (loyalty)
- The company can charge a higher price
- New products sell more easily on the brand's reputation
- The brand advertises itself, giving guaranteed sales

No marks for: "Well known" on its own scores 1 only

3 Quick check

- a) Technology push
- b) Product placement
- c) Confidence in quality and reliability

4 Key terms

- 1 – A
- 2 – F
- 3 – B
- 4 – D
- 5 – E
- 6 – C

5 Describe technology push and market pull.

- Technology push: new technology, materials or processes from research lead to new products (e.g. foldable phone screens)
- Market pull: consumer demand or a competitor's product leads to new or improved products

6 Name two marketing techniques that could be used to increase sales.

- TV, radio, billboard or online adverts
- Social media and influencer campaigns
- Celebrity endorsement
- Introductory offers or free gifts
- Prominent placement in shops
- Try before you buy

No marks for: Two different types of advert only score once