

Chapter 28: Worksheet mark scheme (60 marks, HL 22 + 2)

- 1 What is the difference between above-the-line and below-the line promotion? (2)
- Above-the-line promotion pays for communication with consumers whereas below-the-line promotion is not directly paid for and is often short term in effect.
- 2 What are the **five** main aims of advertising? (5)
- (PARIS):
- Persuade to buy
 - make **A**ware of product
 - **R**emind consumers about the product
 - **I**nforn the consumer about the product
 - Switch to using the product
- 3 State **four** advertising media. (4 x ½ = 2)
- TV
 - billboards
 - magazines/newspapers
 - radio
 - internet
 - card in shop window
 - flyers
 - any other relevant medium
- 4 What **three** major factors determine which advertising media to use? (3)
- cost vs budget
 - target audience
 - type of product
- 5 Give **seven** examples of sales promotion methods. (7)
- special offers
 - loyalty programmes
 - money-off coupons
 - point-of-sale displays
 - 'buy one get one free' (BOGOF)
 - games and competitions
 - PR
 - sponsorship
 - celebrities using product
 - product placement in films
 - money refund schemes

- 6** **a** Explain what ‘place’ refers to in the context of marketing. **(2)**
It is the channel of distribution a product passes through, from leaving the producer to being bought by the consumer.
- b** Give an example with **two** intermediaries to illustrate your answer. **(1)**
producer → wholesaler → retailer → consumer
- 7** **(HL)** What is supply chain management (SCM)? **(2)**
This is the management of all the separate businesses involved in the provision of products to the final consumer. It is sometimes called logistics.