1.4.3 Edexcel Business

Edexcel GCSE Business
1.4.3 The marketing mix
Multiple Choice Question Test Bank

MCQ Test 3

This MCQ test contains 13 questions covering the specification content for 1.4.3: The marketing mix
Instructions:
• There are 13 questions in this test.
• Your teacher will determine how long you have to complete this test and under what conditions.
• Only one answer per question is allowed for questions 1-11 inclusive.
• Two answers should be selected for questions 12 and 13.
• For each answer, completely fill in the circle alongside the appropriate answer(s).
• If you want to change your answer, you must cross out your original answer.
• If you wish to return to an answer previously crossed out, ring the answer you now wish to select.

0 1 Which of the following is true in relation to e-commerce?

A  It involves customers buying products by visiting a physical store
B  It is the least direct channel of distribution
C  It refers to buying and selling products over the internet
D  Consumers always have less choice than buying in a physical store

[1 mark]

0 2 Many businesses use social media to raise awareness of their goods and services. The element of the marketing mix upon which this type of technology has had an influence is:

A  Price
B  Product
C  Place
D  Promotion

[1 mark]

0 3 Some food manufacturers have created low sugar goods as a response to the trend in healthy eating. This is an example of changing customer needs having an impact upon which element of the marketing mix?

A  Price
B  Product
C  Place
D  Promotion

[1 mark]
04 An independent coffee shop which operates in a highly competitive market is most likely to change its marketing mix by:

A Increasing price and increasing promotion
B Increasing price and decreasing promotion
C Decreasing price and increasing promotion
D Decreasing price and decreasing promotion

[1 mark]

05 If a business uses promotion to create an exclusive product image, it is likely to:

A Charge a lower price than competitors
B Charge a higher price than competitors
C Charge the same price as its competitors
D Change its prices frequently

[1 mark]

06 Which of the following type of business operates in the least competitive environment?

A Hairdressing
B Estate agent
C Coffee shop
D Veterinary surgeon

[1 mark]

07 A takeaway business that offers free local delivery within a 5 mile radius of its store is an example of putting an emphasis upon which element of the marketing mix?

A Price
B Product
C Promotion
D Place

[1 mark]
08 Increased concern for the environment has led to higher demand for products produced from recycled materials. Businesses producing such products have the opportunity to:

A  Raise prices and extend their product range
B  Raise prices and reduce their product range
C  Reduce prices and extend their product range
D  Reduce prices and reduce their product range

[1 mark]

09 An effective marketing mix is one that:

A  Allows customers to gain an advantage over competitors
B  Allows the business to gain an advantage over competitors
C  Allows consumers to gain an advantage over competitors
D  Allows suppliers to gain an advantage over competitors

[1 mark]

10 When people and businesses send messages to each other electronically, it is best described as:

A  E-commerce
B  Digital communication
C  E-tailer
D  M-commerce

[1 mark]

11 The different methods businesses use to raise awareness of their products and to persuade customers to buy them is known as:

A  Place
B  Promotion
C  Product
D  Price

[1 mark]
1 2  Which two of the following are likely to encourage customers to pay a higher price for a product?
Select two answers:

If the business has:

A  A successful brand name
B  Many competitors offering similar products
C  Products which are considered as low quality
D  Made the product available in many outlets
E  A unique product

[2 marks]

1 3  Which two of the following statements is true in relation to the marketing mix?
Select two answers:

A  Place is consistently seen as the most important element
B  The mix is likely to change over time
C  Promotion is always used to reinforce quality
D  The mix needs to be co-ordinated in order to be successful
E  Price is unimportant when operating in a competitive market

[2 marks]
ANSWERS TO THIS MCQ TEST

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