

Marketing Mix Sample Questions

1. Justify the use of price comparison websites to a business owner. (2)
2. Discuss the use of price comparison websites to a consumer. (4)
3. Describe the factors an organisation would take into account before choosing a channel of distribution. (5)
4. Discuss the distribution methods that may be used by a manufacturer. (6)
5. Discuss the different types of Retailers that are available to a manufacturer. (6)
6. Discuss the advantages and disadvantages to a manufacturer of using a wholesaler. (5)
7. Describe and justify 4 methods of direct selling that could be used by an organisation. (8)
8. Distinguish between above and below the line promotions. (1)
9. Outline 2 methods each of above and below the line promotions. (4)
10. Discuss the use of Celebrity Endorsement by an organisation. (2)
11. Describe the role of Public Relations. Use an example to back up your answer. (2)
12. Distinguish between into and out of the pipeline promotions. (1)
13. Describe two methods each of into and out of the pipeline promotions. (4)
14. Describe the role of the ASA. (2)



When you are discussing, remember to include costs and benefits (advantages and disadvantages)