



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Business
Standard Level

MARKETING

5164/01

Optional Module

May 2012

2 hours plus 15 minutes' reading time

Additional Materials: Answer Booklet/Paper

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, glue or correction fluid.

Attempt **all** tasks.

Start each task on a new piece of paper.

Please leave a margin on the right and left hand side of each new page.

At the end of the examination, fasten all your work securely together, in the correct order.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **4** printed pages.



You must read the case study below and attempt ALL of the tasks which follow.
(This case study is fictitious.)

Bashir Designs

Bashir Designs was set up in 2001 to manufacture and sell children's toys. Originally it was just Mohamed and his two sisters. He bought the fabrics and other materials, and his sisters did the stitching and packaged the finished goods. They made soft toys such as large rag dolls, furry animals and fancy dress costumes for children.

The toys proved very popular and so in 2002 Mohamed started to employ a team of women, working from home, making the toys. This worked well as it kept overheads low but the quality of work was still good. 5

Recently the orders have increased significantly and Mohamed is struggling to cope with the running of the company. Some orders have been sent out late and his sister Rehana has received some complaints from major customers. At a family meeting they have decided that she will take over the marketing responsibilities. The complaints concern: 10

- customers not receiving orders when they were promised
- lack of communication from the company
- being sent reminders for invoices that customers have already paid
- not being able to get the volume of specific products that have proved popular with their customers. 15

The family have decided to rent some new factory premises so that they can produce more goods to satisfy the orders they are now receiving from their website. Mohamed would also like to open a retail outlet in their home town, but Rehana is unsure about this as one of their major customers has their head office and a large retail store there already. She thinks that they might be able to grow the business by adding wooden toys to their range. However, she realises that this will mean finding workers with new skills. 20

Rehana has decided to recruit a marketing assistant and so, needs to make a list of the tasks involved in the job. Her brother had always said that marketing was a simple task; all about advertising and leaflets. Rehana knows that the job is much bigger than this, and she will need to consider their strategic options for growth, as well as the more tactical aspects of marketing. 25

One of the first things that is needed is a full marketing audit and then a plan will be written to drive the company forward.

You must attempt ALL of the following tasks.

Where appropriate use information from the case study to support your answer.

1 Bashir Designs are changing and Rehana will be bringing a new marketing orientation to the company.

(a) Explain what is meant by the term marketing orientation. **[5]**

(b) Explain the following key tasks of the marketing assistant that Rehana plans to recruit in the Case Study, and explain how **each** task will contribute to the company's objectives:

(i) contributing to the launch of the new wooden toy product range **[5]**

(ii) liaising with the market research agency **[5]**

(iii) arranging promotional material **[5]**

[Total: 20]

2 Rehana needs to carry out market research before expanding the business.

(a) List the **five** stages of the market research process **[5 x 1 = 5]**

(b) (i) Describe **two** sources of secondary research that could be used to contribute to the marketing audit and explain how **each** source will contribute. **[2 x 5 = 10]**

(ii) Explain **one** type of primary research that could be used to investigate the market for the new wooden toy product range. **[5]**

[Total: 20]

3 The toys are sold through retailers.

(a) Explain **two** different ways that retailers can segment the market for toys. **[2 x 5 = 10]**

(b) Explain **two** reasons why effective marketing planning is important to Bashir Designs. **[2 x 5 = 10]**

[Total: 20]

- 4 Rehana has to carry out a marketing audit and put a marketing plan in place.
- (a) Explain **two** ways that a PEST analysis could contribute to the plan. [2 x 4 = 8]
 - (b) Explain how the results of a SWOT analysis might be used to help develop a marketing plan. [4]
 - (c) Explain the role of the marketing mix within the marketing plan. [8]
- [Total: 20]**
- 5 (a) Explain how **each** of the 7Ps of the marketing mix would apply to Bashir Designs' new range of wooden toys. [7 x 2 = 14]
- (b) Give **two** examples of how the product element of the marketing mix applies to Bashir Designs. [2 x 3 = 6]
- [Total: 20]**

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