



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

**MARKETING**

**5164/01**

Optional Module

**October 2010**

**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 the tasks which follow.**

(This case study is fictitious.)

### **CHEMBONG ICES**

You are a marketing assistant on the marketing team for Chembong Ices, who produce and sell a wide variety of premium quality Halal ice creams throughout Asia. Its products are certified Halal by authorised Islamic bodies. It is a relatively small company and prides itself on the quality of the products it makes and sells.

The ice cream market in Asia is growing and consists of two main sectors: personal/family purchase (take-home) and the restaurant and hotel trade (catering). 5

The take-home sector covers multi-packs of the individual ice creams and standard, premium and luxury ice cream sold in 500 millilitres, 1 litre and 2 litre tubs. These ice creams are purchased to be stored in home freezers and consumed later as a dessert or treat. They are sold from retail outlets such as supermarkets and grocery stores. Ice creams are sold in multi-packs at a lower price than if they had been bought as individual items. Growth in the take-home sector is due to two factors. Firstly, the percentage of households with a freezer which can be used to store ice creams has risen. Secondly, there has been an increase in sales promotions based on price and volume offered by retailers, particularly supermarkets. 10

The catering sector is made up of restaurants, cafés, hotels, and snack bars that purchase 4 litre tubs and larger volumes. 15

Chembong Ices' current range of ice-cream flavours includes Vanilla, Chocolate, Strawberry & Cream, Coffee, Coffee & Raisin, Mango and Lemon. They have decided to introduce a new range of organic ice creams with new flavours to help stay ahead of their competitors and to grow their business. 20

The new range of ice cream flavours will be called the 'Spice Range' and is now ready to be launched, initially for the take-home market. The range started with an experiment by the research and development team with cinnamon and black pepper. The result was very successful and they have since developed a ginger and honey flavour as well as one containing chilli powder. These are so new they have not yet been named. 25

Your first task will be to put together a marketing plan for the new product range.

**You must attempt ALL of the following tasks.**

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

- 1 Chembong Ices have been successful in marketing for some time.
- (a) Define the term 'marketing'. [4]
- (b) Explain **four** differences between **business-to-business** marketing and **business-to-consumer** marketing. [4 x 2 = 8]
- (c) Explain **two** ways that marketing ice-cream to the catering sector is different to marketing to the take-home sector. [2 x 4 = 8]  
[Total: 20]
- 2 Chembong Ices have decided to carry out some research before writing their marketing plan.
- (a) Define the term 'marketing research'. [3]
- (b) List the **five** stages of the process used in the collection of marketing information. [5]
- (c) (i) Identify **two** key issues in the case study that will need marketing research. [2 x 2 = 4]  
(ii) Explain how Chembong Ices could use primary research **and** secondary research methods to help with the **two** issues identified in (i) above. [4 x 2 = 8]  
[Total: 20]
- 3 Chembong Ices have decided to market the new range to the take-home market first. They therefore have two major decisions to make regarding the promotion of their products and how this market might be segmented.
- (a) Explain the promotional mix that Chembong Ices might use for their new product range, taking into account both end consumers **and** the distribution channel to market (place). [12]
- (b) Explain **one** key method that can be used to segment **consumer** markets for ice-cream, giving **one** reason for your choice. [8]  
[Total: 20]
- 4 You have been asked to prepare a marketing plan for the new product range.
- (a) Explain where the following **five** issues from the case study will appear in the marketing plan, giving your reasons for **each** answer:
- (i) the certification of the ice-cream by Islamic bodies; [2]
- (ii) what the marketing objectives should be, both short-term and long-term; [2]
- (iii) how the plan will be measured and reviewed; [2]
- (iv) how the product range will be distributed; [2]
- (v) what the competition is for the new product range. [2]

(b) Explain the term 'PEST analysis'. [4]

(c) Explain **why** 'SWOT analysis' is used in a marketing plan. [6]

[Total: 20]

5 (a) Identify the elements of the marketing mix (**7Ps**) and describe **each** element in relation to Chembong's new Spice Range when marketed direct to individual consumers. [7 x 2 = 14]

(b) Explain why point-of-sale tasting sessions for the new range will be important in promoting the ice cream. [6]

[Total: 20]

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