

2.2.5 Edexcel Business

**Edexcel GCSE Business**

**2.2.5 Using the marketing mix to make business decisions**

**Multiple Choice Question Test Bank**

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## **MCQ Test 5**

**This MCQ test contains 13 questions covering the specification content for 2.2.5: Using the marketing mix to make business decisions**

**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 would form part of an integrated marketing mix for a luxury sports car manufacturer?

- A Direct method of distribution and low price
- B High quality product and high price
- C Low price and heavy promotion
- D High price and use of sales promotion

[1 mark]

**0 2** A discount supermarket, such as Aldi, is most likely to place an emphasis upon which of the following elements of the marketing mix?

- A Product
- B Price
- C Promotion
- D Place

[1 mark]

**0 3** A business that operates in a market with little or no competition is most likely to have a:

- A High promotional spend and charge a high price
- B High promotional spend and charge a low price
- C Low promotional spend and charge a high price
- D Low promotional spend and charge a low price

[1 mark]

**0 4** The manufacturer of an upmarket designer fragrance is most likely to focus on:

- A The product rather than the price
- B Price rather than the product
- C The product rather than promotion
- D Promotion rather than the product

[1 mark]

**0 5** Which of the following statements is true in relation to an integrated marketing mix?

- A The promotion strategy used by a business does not need to reinforce product quality
- B The method of distribution used has no impact on other elements of the marketing mix
- C If a business sets a price that is too low it may damage the image of a quality product
- D Product quality is always less important than price when targeting customers with higher incomes

[1 mark]

**0 6** Which of following statements best describes the term, competitive advantage?

- A When there is only one supplier of products in the marketplace
- B When a business has a marketing mix that enables it to be more successful than its rivals
- C The amount of competition that exists within a market
- D When a business tries to increase sales by lowering its selling prices

[1 mark]

**0 7** A business has found through conducting market research that a price reduction will increase product sales. This business might therefore decide to:

- A Increase production levels when price is reduced
- B Decrease production levels when price is reduced
- C Increase production levels when price is kept the same
- D Decrease production levels when price is kept the same

[1 mark]

**0 8** Which of the following is true in relation to an integrated marketing mix?

- A Price is always the most important element of the marketing mix
- B Promotion is always the most important element of the marketing mix
- C Place is always the most important element of the marketing mix
- D All elements of the marketing mix must complement each other for it to be effective

[1 mark]

**0 9** Depending upon the model, the selling price of a Dyson hairdryer can range from £299.99 to £349.99. The hairdryer would be classed as a:

- A High quality product sold at a high price
- B High quality product sold at a low price
- C Low quality product sold at a high price
- D Low quality product sold at a low price

[1 mark]

**1 0** Which of the following would form part of an integrated marketing mix for a budget airline?

- A Direct method of distribution and low price
- B High quality product and high price
- C Indirect method of distribution and high price
- D Low quality product and high price

[1 mark]

**1 1** Which of the following strategies is a business most likely to adopt in a competitive market?

- A Charge a high price and have a low promotional spend
- B Charge a low price and have a low promotional spend
- C Charge a high price and have a high promotional spend
- D Charge a low price and have a high promotional spend

[1 mark]

**1 2** Which **two** of the following are possible reasons why a producer might only allow certain retailers to sell its products? The decision will result in:

- A A decrease in profit
- B An increase in sales volume
- C A decrease in market share
- D A reduction in selling price
- E Increased brand awareness

[2 marks]

**1 3** Which **two** of the following will most likely enable a business to gain a competitive advantage?

- A Developing identical products to those of its competitors
- B Keeping the price of its products at the same level as its competitors
- C Developing unique and interesting promotion strategies
- D Setting a high price in a mass market
- E Developing new and innovative products

[2 marks]

### ANSWERS TO THIS MCQ TEST

Q	CORRECT
1	B
2	B
3	C
4	A
5	C
6	B
7	A
8	D
9	A
10	A
11	D
12	B,E
13	C,E