

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]

0 4 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]

0 5 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]

0 6 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]

0 7 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]

- 0 8** 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]

- 0 9** 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]

- 1 0** 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]

- 1 1** 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

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