

Chapter 9 Class Exam

Name: _____

Score: _____

Answer all questions

Suggested Exam Length: 40 minutes

Student Input (Pre-exam)



How confident are you about this exam?

What topic am I worried about before I look at the exam? Why?

What strategies did you use to study for this exam? What was the best one?

Which activities in class did you most enjoy for this topic?

Student Reflection (Post-exam)



How happy were you with your result?

What were the hardest questions? Why?

Is there any exam technique I should change/use again for my next exam?

What topics should I look over again?



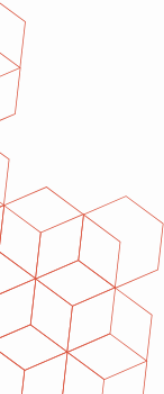
GlowJuice Co. is a small Irish company selling fresh, cold-pressed juices. They are expanding into a London and want to aim their range at a younger, more tech-savvy population over there.

(a) (i) Explain two factors that would impact on the **pricing strategy** used by GlowJuice Co.

1.
2.

(a) (ii) Outline two ways the target market for a product or service might influence the **process** element of the marketing mix.

1.
2.

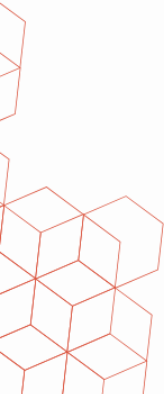




(a) (iii) Develop the physical evidence/packaging and product elements of the marketing mix for GlowJuice Co. and create the USP for it.

Physical evidence/packaging
Product

USP – Unique Selling Point for GlowJuice Co.

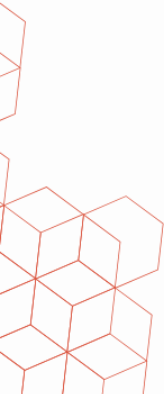




(b) Demonstrate an understanding of the disruptive impact and influence of digital technology on market research and marketing.

Market Research

Marketing



MathsMethods, an Irish start-up, has developed an AI-powered study app designed to help secondary school students improve their maths skills through interactive quizzes, personalised feedback, and video tutorials. The app has been a huge success in Ireland, with over 50,000 active users, and now they are planning to expand into new countries. High smartphone ownership in the UK and US supports easy adoption, but differences in exam syllabi could require significant tech updates. These markets are attractive as families may have more disposable income for subscriptions, but exchange rate fluctuations could affect pricing. Government education grants in some US states could make school partnerships more viable, but stricter data privacy laws may require additional compliance costs. A key marketing point is how the app can help reduce paper waste when studying, and they are exploring renewable-powered servers to further reduce environmental impact. Attitudes toward AI supporting education are generally positive, but concerns about high levels of screen time remain for teenagers which **MathsMethods** are aware of.

(c) Conduct a STEEPLE analysis for **four** elements to develop a greater understanding of the external environment for **MathsMethods** and identify potential areas of concern or of opportunity.

1.
2.
3.
4.



Chapter 9 Marking Scheme – Total 68 marks

(a) (i) 12m – 2 @ 6m (2+2+2) (State, explain, relate to GlowJuice)

1. Competitor Pricing

Pricing is influenced by what rival businesses charge for similar products in the same market. In London, if other juice and smoothie bars are offering similar cold-pressed drinks at lower prices, GlowJuice Co. may need to set competitive or penetration prices to attract younger customers, or look to place themselves as a better/more luxurious item using premium pricing.

2. Cost of Production

The level of operating costs such as raw materials, wages, and rent affect the price a business needs to charge to make a profit.

As GlowJuice Co. uses fresh, high-quality ingredients and operates in a high-rent London location, they may need to set higher/premium prices to cover these higher costs while maintaining their healthy lifestyle brand image.

(a) (ii) 8m total – 2 @ 4m (2+2)

1. Speed and Convenience

If the target market values fast service, the business may streamline processes such as online ordering, pre-prepared products, or express checkout to save customers time and reduce waiting.

2. Ease of Use

If the target market prefers simplicity, the business may design clear, step-by-step processes, provide user-friendly technology, or offer staff assistance to make each stage of the purchase straightforward. They could look to reduce any unnecessary information or steps in the process to make the experience easier.





(a) (iii) 16m total

12m – 2 @ 6m (2+2+2) (State, explain, relate to GlowJuice) & USP 4m (2m for a USP, 2m for showing how/why it is a USP)

Physical Evidence / Packaging

They could improve the presentation and layout of their store/website and the materials, colours and functions of their packaging.

GlowJuice Co. could use transparent, recyclable bottles with vibrant labelling, plus QR codes linking to nutritional and sourcing information. This reinforces brand trust, appeals to health-conscious, eco-aware customers, and differentiates them in the competitive London juice market.

Product

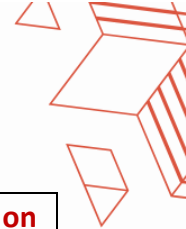
The product element covers the design/brand, features, and variety offered to meet customer needs.

GlowJuice Co. could let customers vote for the flavours of the week on their social media so that each week the product changes to meet customer needs.

Unique Selling Proposition (USP)

GlowJuice Co.'s USP could be that customers can pre-order their own unique juice blend and schedule it for collection on certain days of the week or for home delivery in the mornings. This offers a personalised, made-to-order product rather than a standard off-the-shelf flavour, giving customers exclusivity and freshness that competitors do not provide.





(b) Demonstrate an understanding of the disruptive impact and influence of digital technology on market research and marketing.

12m – 2 @ 6m (2+2+2) – State, explain, example/application

Demonstrate	Prove or make clear by reasoning or evidence, illustrating with examples or practical application
--------------------	--

Market Research

Digital technology now enables businesses to collect continuous and real-time feedback from customers which wasn't possible before.

Online surveys, polls, and social media listening tools allow companies to see what customers think instantly and adapt decisions quickly.

A business could monitor Twitter or Instagram comments about a new product launch and adjust features or pricing within days based on public response.

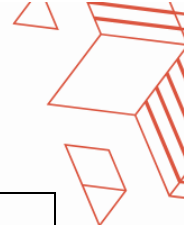
Marketing

Digital technology allows a business to run a highly targeted promotional campaigns at specific customer groups with much greater precision than before.

Using tools such as Instagram Ads or Google Ads, companies can focus campaigns on customers by age, location, interests, or online behaviour, making promotion more effective and reducing wasted spend.

For example, a sportswear brand could run TikTok ads aimed at 18–25-year-olds interested in running within a 10 km radius of their store.





(c) Conduct a STEEPLE analysis for at least four elements to develop a greater understanding of the external environment and identify potential areas of concern or of opportunity for MathsMethods.

20m – 4 @ 5m (1+2+2) – Factor, explanation of factor, related to MathsMethods

Social

Demographics (income/age), cultural attitudes and lifestyle patterns can impact on a business. High smartphone ownership among students in the UK and US makes it easy for **MathsMethods** to reach its audience. However, concerns about high screen time for teenagers could affect uptake from parents and schools.

Technological

Innovation, infrastructure, and tech trends can impact on a business.

MathsMethods must adapt its app to match different courses in different countries or compete against different features that apps in those countries have, which may require significant tech updates before launch.

Economic

Income levels, economic growth and exchange rates can impact on a business.

Families in the UK and US may have high disposable income for subscriptions, creating revenue potential. However exchange rate fluctuations between the euro, pound, and dollar could impact pricing and profitability and is out of the hands of **MathsMethods**.

Environmental

Sustainability and ecological impact of a business should be monitored.

The app's paperless learning format reduces waste, appealing to environmentally conscious users. Exploring renewable-powered servers could further boost **MathsMethods** green credentials.

Political

Government policy and education priorities within countries can impact on a business.

If some parts of the US or UK offer schools education grants it could make partnerships with schools more attractive. Support for STEM learning could also increase demand for the app.

Legal

Laws and regulations can impact on a how a business operates.

Data privacy laws outside the EU could differ to Ireland in the UK and US, so **MathsMethods** must review and possibly update its data handling processes before entering these markets.

Ethical



Chapter Exam



Behaving fairly, with good principles and moral responsibilities is important.

Being transparent about how student data is collected and used will help build trust with parents, schools, and students.

