



**Business  
Leaving Certificate  
Ordinary Level**

**Past Exam Questions on  
Marketing**

#### Q4 Section 1 2013

4. Complete the three missing elements of the Marketing Mix:

|             |      |       |      |
|-------------|------|-------|------|
| (i) PRODUCT | (ii) | (iii) | (iv) |
|-------------|------|-------|------|

#### Q9 Section 1 2013

9. State whether the following market research techniques are DESK or FIELD research.

| MARKET RESEARCH TECHNIQUES              | DESK or FIELD |
|-----------------------------------------|---------------|
| 1. Questionnaire                        |               |
| 2. Central Statistics Office Statistics |               |
| 3. Government Publications              |               |
| 4. Focus Group                          |               |
| 5. Observation                          |               |

#### Q7 Section 2 2013

Read the information supplied and answer the questions which follow.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SPRAOI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| ACE Toys Ltd is a successful Irish toy manufacturer. It uses a 'Batch Production' process. Each year it develops new products for the Christmas period, selling to the Irish and international markets. This year ACE Toys Ltd has produced 'SPRAOI' an interactive games console which uses basic Irish language, aimed at children aged 7-11. ACE Toys Ltd have set up a website called <a href="http://www.acetoys.com">www.acetoys.com</a> . |

- (A) Explain what is meant by the term 'Batch Production'. (10 marks)
- (B) Describe two internal and two external sources of new product ideas for ACE Toys Ltd. (20 marks)
- (C) Draft and label the Product Life Cycle for 'SPRAOI'. (15 marks)
- (D) Outline two benefits for ACE Toys Ltd of having its own website. (10 marks)
- (E) Choose a suitable advertising medium to bring 'SPRAOI' to the attention of consumers, **and** outline two reasons for your choice. (20 marks)  
(75 marks)

## Q8 section 2 2013

Read the information supplied and answer the questions which follow.

### IRISH NATURAL JUICES LTD

Thomas McCann, of Irish Natural Juices Ltd, identified a gap in the market for an Irish brand of organic fruit juice. Thomas is working on the concept development stage of the Product Development process. He is working on the design of a brand name and developing a Unique Selling Point (USP) for the fruit juice.

- (A) Explain **three** advantages of giving the organic fruit juice a brand name. (20 marks)
- (B) Explain what is meant by the term 'Unique Selling Point' (USP). (10 marks)
- (C) Explain **two** of the following stages in the Product Development Process:  
(i) Idea Generation;  
(ii) Prototype Development;  
(iii) Test Marketing. (15 marks)

Read the information supplied in the following advertisement and answer the questions which follow.

### IRISH NATURAL JUICES LTD

#### *FINANCE MANAGER REQUIRED*

**The ideal candidate:** Will have a Business Degree, excellent leadership, communication and analytical skills. Two years experience in a similar role is essential.

**The position:** Involves managing the Finance Department.

**Responsibilities include:** Preparation of monthly and annual accounts.

**Apply by 1<sup>st</sup> August 2013 with a letter of application, including a CV to:**

*Marion Pender, HR Manager,*

*Irish Natural Juices Ltd, Newtown Industrial Park, Newtown, Co. Tipperary.*

Irish Natural Juices Ltd is an Equal Opportunities Employer

- (D) Deirdre Keegan, 37 Oaklands, Athlone, Co. Westmeath applied for the position advertised. Using today's date, draft Deirdre's letter of application. (20 marks)
- (E) Explain the term 'Equal Opportunities Employer'. (10 marks)  
(75 marks)

## Q10 Section 1 2012

10. Column 1 is a list of business terms. Column 2 is a list of explanations for these terms.  
(One explanation has no match.)

| Column 1: Business Terms | Column 2: Explanations |                                                                                           |
|--------------------------|------------------------|-------------------------------------------------------------------------------------------|
| 1. Test Marketing        | A.                     | A technique for coming up with new ideas for products.                                    |
| 2. Prototype Development | B.                     | Carried out to see if a product can be made at a reasonable cost.                         |
| 3. Brainstorming         | C.                     | A firm's revenue equals its expenditure.                                                  |
| 4. Feasibility Study     | D.                     | A feature that distinguishes a product from its competitors.                              |
| 5. Break-even Point      | E.                     | Making a 'mock-up' or sample of a product.                                                |
|                          | F.                     | A new product is tried out on a small section of the market to get feedback and reaction. |

Match the two lists by placing the letter of the correct explanation under the relevant number below.

| 1. | 2. | 3. | 4. | 5. |
|----|----|----|----|----|
|    |    |    |    |    |

## Q8 Section 2 2012

Read the information supplied and answer the questions which follow.

### *Sweetdreams Ltd*

*Sweetdreams Ltd, based in Dublin since 1997, is a large manufacturer of chocolate and confectionary. The company is continuously researching the market to ensure it maintains its market position for its brand.*

- (A) Explain Field Research and Desk Research and give **one** example in each case. (20 marks)
- (B) (i) Explain what is meant by the term 'Channels of Distribution'.  
(ii) Illustrate, using a diagram, a suitable channel of distribution for Sweetdreams Ltd. (15 marks)
- (C) Describe **two** Sales Promotion methods that Sweetdreams Ltd may use to increase sales. (10 marks)
- (D) Outline **three** factors Sweetdreams Ltd must consider when setting the price of its products. (15 marks)
- (E) Outline **three** advantages of branding for Sweetdreams Ltd. (15 marks)

(75 marks)

## Q1 Section 2 2011

Read the information supplied and answer the questions which follow:

Paula McCarthy received a birthday present of a new mobile phone from her parents.  
After one week Paula discovered that the volume control on her mobile phone did not work properly and the phone had to be recharged several times a day.  
Her parents told her that they had bought the phone in FonesToGo and they gave her the receipt.  
Her friend Mike, who had studied Business at school, explained to Paula that under the law she had the right to get a phone that was of merchantable quality, fit for its purpose and that she was entitled to redress.

- (A) (i) Name the law that protects Paula McCarthy in this case. (10)  
(ii) Explain what Paula should do to try to solve the above situation. (15)  
(iii) Explain the three underlined terms ‘merchantable quality’, ‘fit for its purpose’ and ‘redress’, with reference to Paula’s situation. (25)

The Employment Equality Act 1998 outlawed discrimination in the workplace and established the Equality Authority.

- (B) (i) List three grounds on which discrimination is unlawful under this Act. (15)  
(ii) Outline the role of the Equality Authority. (10)

(75 marks)

## Q6 Section 2 2011

Read the information supplied and answer the questions which follow:

### Maria's Design Knitwear Ltd

*Maria has always loved designing and knitting clothes for family and friends. Over the past two years she supplied local boutiques with some of her products and they are proving to be a great success.*

*Maria now wants to turn her hobby into a business. She has received advice from local business consultant Dermot Jones.*

*He advised her to set up a limited company which would give her the advantage of limited liability. He also advised her to conduct market research, to decide on her advertising media, to decide on her target market and to think about a brand name.*

- (A) What is meant by 'the advantage of limited liability' as referred to above? (10)
- (B) Explain the following market research terms and give **one** example of each:
- (i) Field research
  - (ii) Desk research. (20)
- (C) Outline **two** benefits to Maria of having a brand name for her knitwear. (10)
- (D) (i) Explain **one** function of advertising.
- (ii) Describe **three** advertising media that Maria might consider. (20)
- (E) (i) What is meant by the term 'target market'?
- (ii) Name **one** example of a target market. (15)

(75 marks)

## Q7 Section 2 2010

*Read the information supplied and answer the questions which follow.*



- (A) State **three** factors which affect the price of a product. (15 marks)
- (B) Draft and label the Product Life Cycle diagram. (15 marks)
- (C) State **two** reasons why a business would carry out market research. (15 marks)
- (D) (i) State **two** benefits of using a brand name.  
(ii) Give **two** examples of **global** brands. (15 marks)
- (E) Explain the term 'target market'.  
Give **one** example to illustrate your answer. (15 marks)
- (75 marks)

## Q7 Section 2 2009

Study the information supplied and answer the questions which follow:

*Paula Doherty is the Managing Director of Doherty Ltd which manufactures a range of beauty and skincare products. The products are sold in beauty salons and pharmacies throughout the country.*  
*They have developed a new range of skincare products using natural ingredients under the brand name **Skin kind**.*  
*Paula wants to promote **Skin kind** products on a nationwide basis.*

- (A) Outline **three** advantages of using a brand name. (15 marks)
- (B) Describe **three** methods Doherty Ltd could use to promote the new **Skin kind** products. (20 marks)
- (C) The following information is available from the final accounts of Doherty Ltd

|              | 2007    | 2008    |
|--------------|---------|---------|
|              | €       | €       |
| Sales        | 600,000 | 750,000 |
| Gross Profit | 200,000 | 300,000 |
| Net Profit   | 120,000 | 210,000 |

- (i) Calculate the **Gross Profit Margin** for 2007 and 2008 and comment on the trend. (20 marks)  
(Show the formula and all your workings)
- (ii) Calculate the **Net Profit Margin** for 2007 and 2008 and comment on the trend. (20 marks)  
(Show the formula and all your workings)
- (75 marks)

## Q7 Section 1 2008

7. Explain the term 'target market' and give **one** example to illustrate your answer.

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Example: \_\_\_\_\_



### Q14 Section 1 2008

14. Explain the term 'global marketing':

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### Q8 Section 2 2008

Study the information supplied and answer the questions which follow:

*Promotion by a business is necessary to bring its products to the market's attention and to encourage consumers to purchase.*

- (A) Promotion is one of the four elements of the Marketing Mix. Name the other **three** elements and explain **one** of them. (20 marks)
- (B) (i) List **three** methods (media) of advertising and give an advantage of **each** one. (15 marks)  
(ii) Outline **three** functions of advertising. (15 marks)
- (C) Draft and label a Product Life Cycle diagram. (15 marks)
- (D) Outline **two** examples of Public Relations (PR) methods used by business. (10 marks)
- (75 marks)**

### Q10 Section 1 2006

10. Give **three** examples of sales promotion:

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

## Q7 Section 2 2006

Answer all parts of this question:

- (A) Define marketing. (10 marks)
- (B) (i) List the elements of the marketing mix (4Ps).  
(ii) Explain any one of these elements. (25 marks)
- (C) Explain three sources of new product/service ideas for a business. (15 marks)
- (D) (i) Give two examples of well known brand names.  
(ii) Outline two benefits a brand name can give to a business. (15 marks)
- (E) Explain, using an example, the term 'market segmentation'. (10 marks)
- (75 marks)