

Week 40

A-Level Business

Homework bundle for this week

本周作业合集

exercises.lol

Contents 目录

Topic 8 quiz	2
Exercise sheet 8.1	5
Past-paper questions 8.1	10
Exercise sheet 8.2	16

8. Marketing (A Level)

Starter Quiz · 课前小测

A-Level Business

Name: _____ Score: _____

- A time series is data that is:
 - ☐ recorded over regular time intervals
 - ☐ collected from one survey
 - ☐ about competitors only
 - ☐ always seasonal
- If sales rise as advertising rises, the two show:
 - ☐ positive correlation
 - ☐ negative correlation
 - ☐ no correlation
 - ☐ causation only
- Selling more of an existing product to its existing market is:
 - ☐ market penetration
 - ☐ diversification
 - ☐ product development
 - ☐ market development
- Selling home-produced goods to customers abroad is:
 - ☐ exporting
 - ☐ importing
 - ☐ a joint venture
 - ☐ franchising
- Sales over four quarters are 30, 34, 28, 32. What is the 4-quarter moving average?

- A strong correlation between two variables:
 - ☐ does not prove one causes the other
 - ☐ always proves causation
 - ☐ means they are unrelated
 - ☐ is impossible

7. Which are opportunities of entering international markets? (Select all that apply.)

- ☐ access to larger markets
- ☐ economies of scale
- ☐ spreading risk across countries
- ☐ guaranteed profit

Tick every correct option.

8. Extrapolation assumes the future will follow the past trend.

- ☐ True ☐ False

9. Two variables can be strongly correlated because of a third, hidden factor.

- ☐ True ☐ False

10. Diversification is generally the highest-risk Ansoff strategy.

- ☐ True ☐ False

8. Marketing (A Level)

Answers · 答案

A-Level Business

1. recorded over regular time intervals

A time series records a variable over regular periods.

2. positive correlation

Both moving up together is positive correlation.

3. market penetration

Penetration deepens sales in the current market — lowest risk.

4. exporting

Exporting sells domestic output overseas.

5. 31

$(30 + 34 + 28 + 32) \div 4 = 124 \div 4 = 31$.

6. does not prove one causes the other

Correlation is not causation — a third factor may explain it.

7. access to larger markets; economies of scale; spreading risk across countries

Bigger markets, scale and risk-spreading are real gains; profit is never guaranteed.

8. True

That assumption fails if conditions change.

9. True

A lurking variable can drive both.

10. True

It moves the firm into both new products and new markets.

8.1 Marketing analysis

Name: _____ Class: _____ Date: _____

Total: 27 marks

KEY WORDS trend 趋势 • seasonal variation 季节性波动 • elasticity 弹性 • correlation 相关性
• sales forecasting 销售预测

Objective

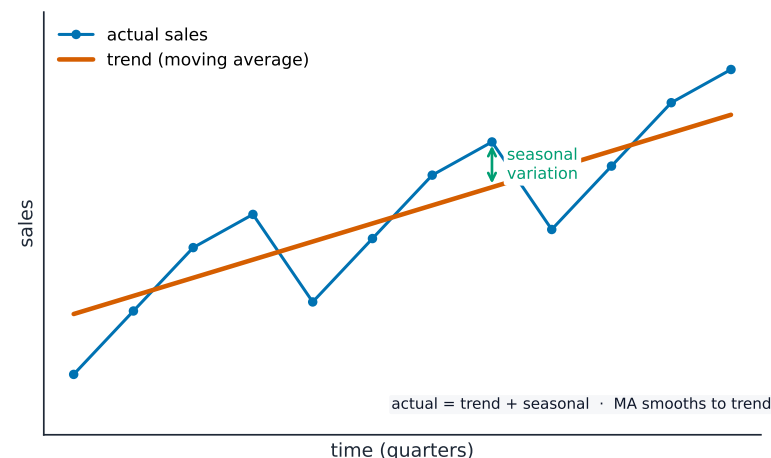
Build the skills to answer exam questions on **marketing analysis** 营销分析 — **sales forecasting** 销售预测 and **time-series analysis** 时间序列分析 (**trend** 趋势 and **seasonal variation** 季节性波动), **correlation** 相关性, and using **elasticity** 弹性 in marketing decisions.

You must be able to:

- explain trend and seasonal variation and calculate a forecast
- interpret correlation (and know it is not causation)
- analyse and evaluate the usefulness of marketing analysis tools

1 Worked examples

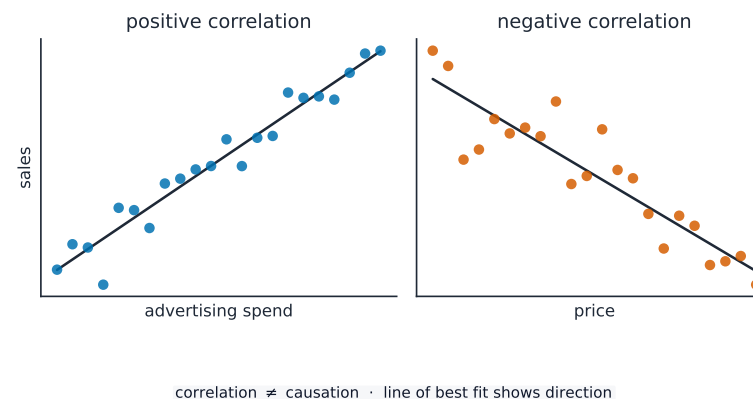
■ Forecasting from a time series



Trend = long-run direction; seasonal variation = the regular within-year rise and fall

seasonal variation = actual value – trend value forecast = trend + seasonal variation

- **Worked:** trend 500, actual 560 → seasonal variation = +60. Next year's forecast for that quarter = trend + 60.
- **Correlation:** positive (rise together) or negative (one rises, other falls); strong correlation predicts but does **not** prove cause.



Correlation: positive (both rise) vs negative (one rises as the other falls)

- **Elasticity:** PED guides price; YED plans for booms/recessions; XED predicts a rival's price move.

Answer shapes: AO1 + AO2 + AO3 (reasoning chain) + AO4 (a supported judgement *in context*).

2 Practice

2.1 Define the term *sales forecasting*. [2]

2.2 A quarter has a trend value of 500 units and actual sales of 560 units. Calculate the seasonal variation. [2]

2.3 State the difference between *positive* and *negative* correlation. [2]

3 Exam-style questions

3.1 Explain one benefit to a business of accurate sales forecasting. [3]

3.2 A firm forecasts a **trend** of 800 units for next quarter. The average **seasonal variation** for that quarter is -120 units.

(a) Calculate the forecast sales for the quarter. [2]

(b) Analyse one limitation of relying on this forecast. [4]

3.3 Evaluate the usefulness of time-series analysis to a business that is planning production. [12]

Business answers are marked by **level of response** against the assessment objectives: award **AO1** knowledge, **AO2** application, **AO3** analysis and **AO4** evaluation.

2.1 predicting future sales from past data and market knowledge (2 for a clear definition; 1 for a partial idea).

2.2 $560 - 500 = +60$ units (2; award 1 for a correct method with the wrong figure).

2.3 positive correlation: as one variable rises, the other rises too; negative correlation: as one rises, the other falls (2 for a clear difference; 1 for a partial idea).

3.1 [3/] **AO1** 1 — name a benefit (better planning of production, staff, stock or cash). **AO2** up to 2 — develop it, e.g. a good forecast lets the firm order the right amount of stock → no shortage or waste → lower costs (2 developed / 1 limited).

3.2 (a) forecast = $800 + (-120) = 680$ units (2; award 1 for a correct method with the wrong figure). (b) [4] AO1/AO2 1-2 + AO3 up to 2 — e.g. the forecast assumes past patterns continue → a new competitor or changed tastes could break the trend → the actual figure may differ a lot → production based on it could be too high or too low.

3.3 [12] AO1 2 / AO2 2 / AO3 2 / AO4 up to 6. **Useful:** smooths out noise to show the trend, reveals seasonality, and supports planning of output, stock and staff. **Limited:** it assumes past patterns continue (extrapolation), ignores sudden change, and the forecast is only as good as the data. **Judgement:** time-series analysis is a helpful planning guide, especially for a seasonal product, but it should be combined with market knowledge — its value depends on how stable the market is.

- 4 (a) Using the data in Table 1.2, calculate the monthly revenue from the sales of the classic pie after the price increase.

[4]

- (b) Evaluate the usefulness to PPP of elasticity measures when deciding on the marketing mix for the new cheese pies in export markets.

[illegible]

..... [12]

- 4 (a) Using the data in Table 1.4, calculate the four period centred moving average for Quarter 1 2025.

[4]

- (b)** Evaluate the usefulness of time series analysis to KTJ in making business decisions.

[illegible]

[12]

4 (a) (i) Using the data in Table 1.2, calculate the average seasonal variation for Quarter 4.

[2]

(ii) Jon has calculated the trend for 2025 Quarter 4 as \$21.41 million.

Using your answer to **(a)(i)**, calculate forecast sales for 2025 Quarter 4.

[2]

(b) Evaluate whether time series analysis is sufficient to allow WS to make decisions to achieve its marketing objective.

154

8.2 Marketing strategy

Name: _____ Class: _____ Date: _____

Total: 29 marks

KEY WORDS market penetration 市场渗透 • ansoff's matrix 安索夫矩阵
• product portfolio analysis 产品组合分析 • market development 市场开发
• marketing strategy 营销战略

Objective

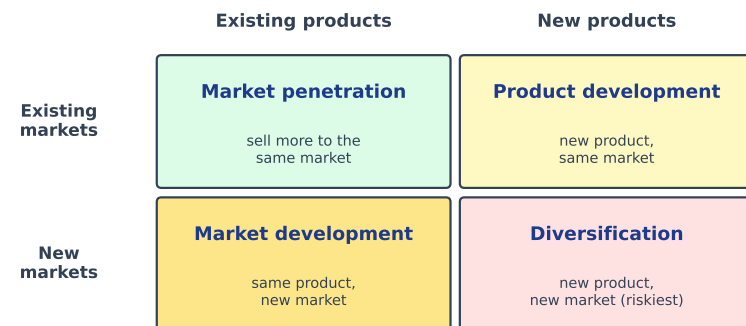
Build the skills to answer exam questions on **marketing strategy** 营销战略 — **Ansoff's matrix** 安索夫矩阵, **product portfolio analysis** 产品组合分析, and **entering international markets** 国际市场 (globalisation and localisation 本地化).

You must be able to:

- describe Ansoff's four growth strategies and their risk
- explain product portfolio analysis and the ways to enter a foreign market
- analyse and evaluate a marketing strategy for growth

1 Worked examples

- Ansoff's matrix



Exam: risk rises toward diversification — new product x new market is highest risk

Existing/new products across the top, existing/new markets down the side

- **Market penetration** (existing product, existing market) — safest.

- **Product development** (new product, existing market) and **market development** (existing product, new market).
- **Diversification** (new product, new market) — riskiest (both are new).
- **International entry:** exporting (least risk/control) → joint venture → own branch (most). **Localisation** adapts the mix to local tastes and laws.



Ways to enter a foreign market trade off commitment against control

Answer shapes: AO1 + AO2 + AO3 (reasoning chain) + AO4 (a supported judgement *in context*).

2 Practice

2.1 State what **market penetration** means in Ansoff's matrix. [2]

2.2 State why **diversification** is the riskiest growth strategy. [2]

2.3 Define the term *localisation*. [2]

3 Exam-style questions

3.1 Explain one reason a business might choose **market development** to grow. [3]

3.2 Analyse two ways a business could enter a foreign market. [8]

3.3 A successful firm wants to grow. Evaluate whether it should use **market penetration** or **diversification**. [12]

Solutions

Business answers are marked by **level of response** against the assessment objectives: award **AO1** knowledge, **AO2** application, **AO3** analysis and **AO4** evaluation.

2.1 selling more of an existing product to its existing market (2 for a clear idea; 1 for a partial idea).

2.2 because both the product and the market are new, so the firm has no experience of either, giving the highest chance of failure (2 for a clear reason; 1 for a partial idea).

2.3 adapting the marketing mix (product, price, promotion, place) to suit a local market's tastes, language, laws or incomes (2 for a clear definition; 1 for a partial idea).

3.1 [3] **AO1** 1 — give a reason (the home market is saturated; to use spare capacity; a new region wants the product). **AO2** up to 2 — develop it, e.g. selling the existing product in a new country reaches more buyers → higher sales → without the cost of developing a new product (2 developed / 1 limited).

3.2 [8] For **each** of two ways: **AO1** 1 + **AO2** 1 + **AO3** up to 2. Example chains — *exporting*: sell from the home base → low cost and risk → but less control over how it is sold. *Joint venture*: partner with a local firm → local knowledge and shared risk → faster entry, but profit and control are shared. Maximum 4 per way, 8 total.

3.3 [12] **AO1** 2 / **AO2** 2 / **AO3** 2 / **AO4** up to 6. **Market penetration**: low risk, uses what the firm knows — but limited growth if the market is saturated. **Diversification**: large growth and spreads risk — but the highest chance of failure, needing new skills and finance. Judgement: a cautious firm should grow first by penetration or development, turning to diversification only when it has the resources and the core market is exhausted — the choice depends on its finances and the state of its current market.