

Exercise walk-through

1.7

Support Services: Marketing

GAC Business

You must be able to

- distinguish primary and secondary research
- identify product, price, place, and promotion
- use research evidence to justify a marketing choice

1

The method

Method — Research before choice

A café interviews students about breakfast collection time. This is **primary research** 一手调研 because it collects answers for the café's own question.

Method — Fit the mix to the target

Students want pickup before 8 am. The café offers pre-order pickup at the school gate (place) and promotes it through the student app (promotion). The decisions fit the target market.

2

Practice

Practice 2.1 ■ 1 mark

State whether a government report is primary or secondary research.

Solution 2.1

Method: Research before choice — p.4

Worked steps

- The report already exists and was not collected for this café's question.
- **Secondary research** **B1**

Practice 2.2 ■ 1 mark

State which element of the marketing mix concerns where customers receive an offer.

Solution 2.2

Worked steps

- **Place** B1

Practice 2.3 ■ 2 marks

Explain why asking only café employees about student demand may produce weak research.

Solution 2.3

Method: Research before choice — p.4

Worked steps

- Employees may not be part of the target market. **B1**
- Their answers may not represent what students want or can pay for. **A1**

3

Exam-style

Exam-style 3.1 ■ 4 marks

A café plans a high-protein breakfast box for students. Explain two marketing-mix choices that would fit this target market.

Solution 3.1

Method: Fit the mix to the target — p.5

Worked steps

- Offer pre-order pickup before school starts, matching students' time needs. **B1** **A1**
- Promote through a student app or group they use. **B1** **A1**

Exam-style 3.2 ■ 5 marks

Analyse why market research should be completed before spending a large promotional budget.

Solution 3.2

Worked steps

- Research can identify the target market and its needs. (B1)
- It reduces the risk of spending on a channel or offer customers do not want.
(A1) (A1)
- It can improve the use of a limited promotional budget. (B1)
- A judgement may recommend a small test before a large campaign. (E1)