Solutions

IGCSE Business answers are marked by **level of response**: award **K** knowledge, **App** application, **An** analysis and **Ev** a justified judgement.

Each answer shows the steps, then the **result**.

2.1

- a **marketing strategy** uses the **four Ps together** to reach marketing objectives (K)

2.2

- any **two** of: consumer protection (no unsafe goods) / ban on misleading promotion (K, K)

2.3

- any **one** of: different languages and tastes / higher transport costs / foreign laws and tariffs / local competition (K)

3.1

- any **two** of: more customers / higher sales / spreading risk (K, K)

3.2

- each P sends a message; if they **clash** (high price, cheap packaging), customers are confused (K + An)
- when the Ps **fit**, they reinforce each other and the product sells to the target customer (An)

3.3

- **for**: more customers, higher sales, spreads risk
- **against**: tastes, languages, transport, tariffs, local competition — costly and risky
- **judgement (Ev)**: selling abroad helps growth only if the firm can adapt and afford the costs — it depends on size and the market