

Section A (Short Answer)

Answer **all** questions.

- 1 (a) Define the term 'marketing mix'. [2]
(b) Briefly explain the importance to a business of **product** in the marketing mix. [3]
- 2 (a) Define the term 'induction training'. [2]
(b) Briefly explain **two** benefits to a business of training employees. [3]
- 3 Explain the responsibilities employees have to the business that employs them. [5]
- 4 (a) Define the term 'economies of scale'. [2]
(b) Briefly explain **two** economies of scale. [3]

Section B (Essay)

Answer **one** question only.

- 5 (a) Analyse why primary market research could be more useful to a business than secondary market research. [8]
(b) Discuss the advantages and disadvantages to a business of using focus groups to collect market information on a new product. [12]
- 6 Discuss the view that cash flow forecasts for a new international airport may be of limited use to its senior managers. [20]
- 7 (a) Analyse the methods managers might use to help employees satisfy their self-actualisation needs, as identified by Maslow. [8]
(b) Discuss the view that the ability to motivate others is the most important quality of an effective business leader. [12]

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