



امتحان دبلوم التعليم العام للمدارس الخاصة (ثنائية اللغة)

الفصل الدراسي الثاني - الدور الأول

للعام الدراسي ١٤٤٦/ ١٤٤٧ هـ - ٢٠٢٤ / ٢٠٢٥ م

تنبيه:
- المادة: دراسات الأعمال
- الأسئلة في (٩) صفحات.
- زمن الإجابة: ثلاث ساعات.
- الإجابة في الورقة نفسها.

تعليمات مهمة:

- يجب الحضور إلى قاعة الامتحان قبل عشر دقائق على الأقل من بدء زمن الامتحان.
- يجب إحضار أصل ما يثبت الهوية وإبرازها للعاملين بالامتحانات.
- يجب الالتزام بالزي (الدشداشة البيضاء والمصر أو الكمة للذكور) والزي المدرسي للطالبات ، ويستثنى من ذلك الدارسون من غير العمانيين بشرط الالتزام بالذوق العام، ويمنع على جميع المتقدمات ارتداء النقاب داخل المركز وقاعات الامتحان.
- يحظر على الممتحنين اصطحاب الهواتف النقالة وأجهزة النداء الآلي وآلات التصوير والحواسيب الشخصية والساعات الرقمية الذكية والآلات الحاسبة ذات الصفة التخزينية والمجلات والصحف والكتب الدراسية والدفاتر والمذكرات والحقائب اليدوية والآلات الحادة أو الأسلحة أياً كان نوعها وأي شيء له علاقة بالامتحان.
- يجب على الممتحن الامتثال لإجراءات التفتيش داخل المركز طوال أيام الامتحان.
- يجب على الممتحن التأكد من استلام دفتر امتحانه، مغلفاً بغلاف بلاستيكي شفاف وغير ممزق ، وهو مسؤول عنه حتى يسلمه لمراقبي اللجنة بعد الانتهاء من الإجابة.
- يجب الالتزام بضوابط إدارة امتحانات دبلوم التعليم العام وما في مستواه وأية مخالفة لهذه الضوابط تعرضك للتدابير والإجراءات والعقوبات المنصوص عليها بالقرار الوزاري رقم ٥٨٨ / ٢٠١٥.
- يقوم المتقدم بالإجابة عن أسئلة الامتحان المقالية بقلم الحبر (الأزرق أو الأسود).
- يقوم المتقدم بالإجابة عن أسئلة الاختيار من متعدد بتظليل الشكل (▭) وفق النموذج الآتي:

س – عاصمة سلطنة عمان هي:

▭ القاهرة ▭ الدوحة

■ مسقط ▭ أبوظبي

ملاحظة: يتم تظليل الشكل (■) باستخدام القلم الرصاص وعند الخطأ، امسح بعناية لإجراء التغيير.

صحيح ■ **غير صحيح** ▭ ◉ ◔ ✗ ✓

مُسَوَّدَة، لا يتم تصحيحها

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Question One: Multiple Choice (Items 1 – 8) (8 Marks)

Shade in the bubble (⬭) next to the **correct** answer for each of the following items:

1. The percentage change in the total market size over a period of time is the definition of:

- ⬭ Market Value
- ⬭ Market Share
- ⬭ Market Growth
- ⬭ Market Research

2. A hotel chain in Muscat has ordered 8,000 branded pens from a pen manufacturing company to place them in the guests' room, this transaction falls under:

- ⬭ Direct to Consumer (D2C)
- ⬭ Industrial Marketing (B2B)
- ⬭ Consumer Marketing (B2C)
- ⬭ Consumer to Consumer (C2C)

3. **Primary research** can be defined as:

- ⬭ A summary of existing research.
- ⬭ The analysis of data that already exists.
- ⬭ Data collected by another organization for different purposes.
- ⬭ First-hand collection of data by an organization for its own needs.

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Question One: (continued)

4. A supermarket is trying to find the fruit that it sells the most by applying the following actions:

1st month: collected sales figures from all branches.

2nd month: calculated total sales of apples, bananas, and oranges.

Then the store managers used this data to decide which fruit to order more of.

What kind of Market research data is the supermarket using?

- ☐ Narrative Data
- ☐ Qualitative Data
- ☐ Descriptive Data
- ☐ Quantitative Data

5. The statement that correctly describes the difference between **goods** and **services** is:

	Goods	Services
☐	Tangible	Intangible
☐	Can't be stored	Can be stored
☐	Need customer contact	Do not need customer contact
☐	Have no physical existence	Have physical existence

6. A company has just launched a new mobile application. However, despite the heavy marketing campaign, initial sales are considered slow.

Based on the product's life cycle, this product is at the:

- ☐ Introduction Stage
- ☐ Growth Stage
- ☐ Maturity Stage
- ☐ Decline Stage

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Question One: (continued)

7. An advertisement placed on the exterior body of a Mwasalat bus is an example of:

- ☐ Print Advertising
- ☐ Online Advertising
- ☐ Outdoor Advertising
- ☐ Broadcast Advertising

8. The statement that describes **personal selling** is:

- ☐ It involves a salesperson selling directly to individual customers.
- ☐ It uses scripted calls to promote a product to many consumers.
- ☐ It relies on social media influencers to reach a broad audience.
- ☐ It uses television advertisements to build brand awareness.

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Question Two: Extended Response (Items 9 – 20) (32 Marks)

Answer ALL questions in the space provided.

9. **"Marketing involves several related management functions"**, based on this argument answer the following questions:

a. Identify **TWO** typical activities of the marketing function.

1: _____

2: _____

[1]

b. Explain the importance of identifying and satisfying customer needs in selling smart phones businesses.

_____

_____

_____ [1]

10. Define "**Market Research**".

_____

_____ [1]

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Question Two: (continued)

11. A clothing boutique specializing in selling abayas aims to expand its customer base and improve its marketing strategy by implementing a market segmentation strategy.

Identify TWO market segmentation strategies the boutique can implement and briefly explain how each strategy attracts the right customers. Then **analyze TWO** disadvantages of using market segmentation in the context of this case.

Remember: Make your answer relevant to the context.

[5]

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Question Two: (continued)

12. Fresh Muscat Beverages, a well-established company specializing in bottled juices, plans to expand its product line by launching a new organic energy drink. The company intends to use market research to support its decision-making.

Explain **TWO** purposes of conducting market research in this context.

[2]

13. Consider that a juice company investigates flavors that students prefer before launching a new product. The company aims to collect data from a large number of students.

a. Identify **ONE** source of secondary research data.

[1]

b. Suggest **ONE** appropriate primary data collection method the company should use to collect this data.

[1]

14. Using a business of your choice, analyze **TWO** potential limitations of using primary research data.

[2]

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Question Two: (continued)

15. Complete the following table by identifying the marketing mix element that represents each statement.

Statement	The element
a. This element refers to the goods or services that are the result of a production process and are sold on the market to satisfy customer needs.	_____ [1]
b. This element is the amount paid by the customer for a product.	_____ [1]
c. This element involves strategies such as advertising, social media, and promotional campaigns to attract customers.	_____ [1]

16. A newly opened coffee shop is planning to attract more customers in a competitive market by creating a special identity.

a. Define the term "**Brand**".

_____ [1]

b. Describe **THREE** ways through which a strong brand could help this coffee shop to enlarge its customer base.

1: _____

_____

2: _____

_____

3: _____

_____

[3]

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Question Two: (continued)

17. Using a business of your choice, describe the possible changes that may occur during the **decline stage** of a product's life cycle in the following marketing mix elements:

a. Price:

_____

_____ [1]

b. Place:

_____

_____ [1]

18. TechInnov Ltd. is a technology company that recently launched the InnovBand X1, a high-quality smart wearable. The company aims to create an exclusive brand image at launch.

Take into consideration that the wearable tech market is highly competitive, and rivals begin to release similar products over time.

Recommend **ONE** pricing strategy that TechInnov Ltd. could implement for this product during each of the following stages of the product's life cycle:

a. Introduction stage:

_____

_____ [1]

b. Maturity stage:

_____

_____ [1]

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Question Two: (continued)

19. The following table represents two different cases of how a clothing retailer promotes their products.

Identify the promotion method used in each case.

Case	Promotion method
a. The retailer offers a limited-time discount on selected items during a seasonal period.	_____ [1]
b. The retailer partners with a well-known online personality to highlight its new collection.	_____ [1]

20. Warda owns a small handmade skincare business. She currently sells her products online through her website but is considering expanding her distribution. Warda is debating whether to continue to sell directly to customers via her website or to work with local retailers to reach more people.

Based on the information given, **identify** and **explain** the **TWO** distribution channels she may consider, and then **analyze TWO** factors that might influence her choice of the distribution channel.

_____

_____

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_____

_____ [5]

[End of Examination]

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Marking Guide for General Education Diploma for Private Schools (Bilingual)

Semester Two - First Session

Academic Year: 2024/2025

Subject: Business Studies

Note: There are 8 Pages in this guide

First: Answers for the Multiple-Choice Items (8 Marks):

N.	Answer	Mark	Learning Outcome	Assessment Objective
1	C Market Growth	1	Define Market Share, Market Size & Market Growth.	AO1
2	B Industrial Marketing (B2B)	1	Define B2B (industrial marketing) and B2C (consumer marketing).	AO2
3	D First-hand collection of data by an organization for its own needs	1	Define the primary and secondary market research.	AO1
4	D Quantitative data.	1	Justify qualitative and quantitative market research data in any given business situation	AO2
5	A Tangible, Intangible	1	Define the following: - Goods. - Services. - Product differentiation - Unique Selling Point (USP). - Brand/Branding.	AO1
6	A Introduction stage	1	State the stages of the product life cycle (Introduction, Growth, Maturity, Decline).	AO2
7	C Outdoor advertising	1	Provide examples of each method of promotion.	AO1
8	A It involves a salesperson selling directly to individual customers.	1	Explain each method of promotion.	AO1

Second: Answers for the Extended Response Items (32 Marks):

General Notes

- There may be different ways of answering questions, but a basic requirement for all answers is that they are RELEVANT.
- If the answer is clearly not relevant, and the student has clearly made no attempt to answer the question that was set, NO marks should be awarded. However, if the student has genuinely attempted the answer, but his answer is only partly relevant, then a reduced mark (not zero) should be awarded.

<table>
<tr><th>N.</th><th>Answer</th><th>Mark</th></tr>
<tr><td>9.a</td><td>Any two of the following:
- Research.
- Product design.
- Pricing.
- Promotion.
- Distribution

<table><tr><td>Assessment Objective</td><td>AO1</td></tr><tr><td>Page Reference</td><td>273</td></tr><tr><td>Learning Outcome</td><td>Identify typical activities of the marketing function within a business</td></tr></table></td><td>1</td></tr>
<tr><td>9.b</td><td>A sample Answer:
Identifying and satisfying customer needs allows a smartphone business to design features like better cameras or longer battery life, making it more likely that customers will buy their phones.
Marking Guidance:
Any relevant answer in this context is accepted.
<table><tr><td>Assessment Objective</td><td>AO2</td></tr><tr><td>Page Reference</td><td>274</td></tr><tr><td>Learning Outcome</td><td>Explain the role and importance of the marketing function to a business</td></tr></table></td><td>1</td></tr>
</table>

<table>
<tr><th>N.</th><th>Answer</th><th>Mark</th></tr>
<tr><td>10</td><td>Answer:
The process of collecting, recording, and analyzing data about customers, competitors, and markets.
<table>
<tr><td>Assessment Objective</td><td>AO1</td></tr>
<tr><td>Page Reference</td><td>292</td></tr>
<tr><td>Learning Outcome</td><td>Define market research</td></tr>
</table></td><td>1</td></tr>
<tr><td>11</td><td>A sample Answer:
Two market segments the boutique can target are geographic segmentation (for example: customers in urban areas) and demographic segmentation (for example: Muslim women aged 18–35) (AO1). Through geographic segmentation, the boutique can focus on cities where there is a high Muslim population by opening branches or offering delivery services. Using demographic segmentation, it can design Abayas with modern cuts and fashionable colors to appeal to younger Muslim women who prefer stylish but modest clothing (AO2). One disadvantage of using market segmentation is that targeting only specific geographic or demographic groups can limit the boutique's customer base, reducing potential sales. Another disadvantage is that maintaining different marketing strategies for different segments increases operational complexity and marketing costs, which may be difficult for a growing boutique (AO3).
Marking Guidance:
AO1 (1 mark): Clearly identifies 2 segmentation methods.
AO2 (2 marks): Applies the 2 segmentation methods clearly and specifically to the Abaya boutique.
AO3 (2 marks): Analyzes two realistic and relevant disadvantages of using market segmentation in the context of this case.
The answer provided is just a sample answer. All other correct answers should be awarded.
<table>
<tr><td>Assessment Objectives</td><td>1 AO1 – 2 AO2 – 2 AO3</td></tr>
<tr><td>Page Reference</td><td>284-285</td></tr>
<tr><td>Learning Outcome</td><td>Identify the various methods of market segmentation. Explain the methods of market segmentation including: - Geographic differences. - Demographic differences. - Psychographic factors
Discuss the advantages and disadvantages of market segmentation.</td></tr>
</table></td><td>5</td></tr>
</table>

<table>
<tr><th>N.</th><th>Answer</th><th>Mark</th></tr>
<tr><td>12</td><td>
The company can conduct market research to:
- Collect information about consumer needs and tastes based on their age group and tastes or desired flavors. [1]
- Testing the product and packaging with consumer groups and scanning the more desirable design and package colors, size, styles or types. [1]
Marking Guidance:
The answer provided is just a sample answer. Other purposes might be:
- Pre-testing the product image and advertisements which means collecting information about whether this product is demanded by people in this place or not.
- Monitor sales and consumer response and comments on this kind of drink and their health perceptions.
Any other correct and relevant purposes should be awarded.
<table>
<tr><td>Assessment Objective</td><td>AO2</td></tr>
<tr><td>Page Reference</td><td>292</td></tr>
<tr><td>Learning Outcome</td><td>Evaluate implementation of primary and sources market research methods in any given business situation.</td></tr>
</table>
</td><td>2</td></tr>
<tr><td>13.a</td><td>
Answer could be any one from the following:

Government, local government, trade organizations, market research agencies, internal company records, or company records.
<table>
<tr><td>Assessment Objective</td><td>AO1</td></tr>
<tr><td>Page Reference</td><td>295 - 296</td></tr>
<tr><td>Learning Outcome</td><td>State examples of primary and secondary research data</td></tr>
</table>
</td><td>1</td></tr>
<tr><td>13.b</td><td>
Questionnaire
<table>
<tr><td>Assessment Objective</td><td>AO2</td></tr>
<tr><td>Page Reference</td><td>295 - 296</td></tr>
<tr><td>Learning Outcome</td><td>State examples of primary and secondary research data</td></tr>
</table>
</td><td>1</td></tr>
</table>

N.	Answer	Mark
14	**A sample Answer:** For a restaurant business, one limitation of using primary research is that it can be costly and time-consuming, as collecting surveys from customers or organizing focus groups takes staff time and resources.[1] Another limitation is that the data may not be representative, because customers who respond might have very different opinions from the wider customer base, leading to inaccurate conclusions.[1] **Marking Guidance:** *The answer provided is just a sample answer, all other correct and relevant answers should be awarded.* Assessment Objective: AO3 Page Reference: 297 Learning Outcome: Discuss the advantages and disadvantages of primary market research	2
15 a,b,c	a. Product [1] b. Price [1] c. Promotion [1] Assessment Objective: AO1 Page Reference: 309,318 and 330 Learning Outcome: Identify the element of marketing mix.	3
16. a	The brand is the distinguishing name or symbol that is used to differentiate one manufacturer's products from another. **Marking Guidance:** *Any other correct definition should be accepted and awarded.* Assessment Objective: AO1 Page Reference: 312 Learning Outcome: Define brand/branding	1

<table>
<tr><th>N.</th><th>Answer</th><th>Mark</th></tr>
<tr><td>16.b</td><td>
A sample Answer:
1. A strong brand gives the coffee shop a clear identity that customers can easily recognise and remember, which helps attract new customers.
2. It also creates an image of reliability and quality, encouraging people to return and recommend the shop to others.
3. A strong brand allows the coffee shop to charge higher prices without losing customers, as people often associate branded businesses with a higher value.
Marking Guidance:
Each way with appropriate application to the context is worth 1 mark (1x3 = 3 marks)
A reduced mark should be given if the answer is general and the application to the context is missing. Any relevant answer can be accepted.
<table>
<tr><td>Assessment Objective</td><td>AO2</td></tr>
<tr><td>Page Reference</td><td>312</td></tr>
<tr><td>Learning Outcome</td><td>Explain the role of branding in expanding customer base</td></tr>
</table>
</td><td>3</td></tr>
<tr><td>17.a, b</td><td>a. Change in price: lower the price. [1]
b. Change in place: eliminate unprofitable outlets for the product. [1]</td><td>2</td></tr>
</table>

<table>
<tr><th>N.</th><th>Answer</th><th>Mark</th></tr>
<tr><td>18.a, b</td><td>
a. At the introduction stage, TechInnov Ltd. might use price skimming to support an exclusive image and recover development costs.[1]
b. As the product reaches maturity and rivals launch similar wearables, it may shift to competitive pricing to defend its market position in a crowded sector.[1]

Marking Guidance and Rubric:
1 mark for the analysis of the best pricing strategy in each stage based on the company's aims (1x2 = 2 marks)
All answers should be marked based on the following rubric:
<table>
<tr><th>Descriptor</th><th>Mark</th></tr>
<tr><td>Clear and relevant analysis of two pricing strategies, one at the introduction stage and one at the maturity stage. The response explains why each strategy is appropriate for the stage, referencing both the company's aim for exclusivity and the competitive nature of the market.</td><td>2</td></tr>
<tr><td>Partial analysis: either one pricing strategy is analyzed appropriately, or two are mentioned but with limited reasoning (e.g., only descriptive or lacking clear linkage to the market context or product life cycle stages).</td><td>1</td></tr>
<tr><td>No relevant analysis of pricing strategies. May contain only definitions, irrelevant points, or misinterpretation of the question context.</td><td>0</td></tr>
</table>
<table>
<tr><td>Assessment Objective</td><td>AO3</td></tr>
<tr><td>Page Reference</td><td>320-322</td></tr>
<tr><td>Learning Outcome</td><td>Evaluate the factors which determine the price of a product: - Cost of production. - Competition. - Business objectives.</td></tr>
</table>
</td><td>2</td></tr>
<tr><td>19.a, b</td><td>
a. Price offers/ sales promotion [1]
b. Sponsorship/ Advertising [1]

<table>
<tr><td>Assessment Objective</td><td>AO2</td></tr>
<tr><td>Page Reference</td><td>337</td></tr>
<tr><td>Learning Outcome</td><td>Provide examples of each method of promotion.</td></tr>
</table>
</td><td>2</td></tr>
</table>

<table>
<tr><th>N.</th><th>Answer</th><th>Mark</th></tr>
<tr><td>20</td><td>
A sample Answer:
Warda is considering two distribution channels:
The first is direct selling (AO1- 0.5 mark), where she sells products directly to customers through her website (AO2- 1 mark).
The second is a single-intermediary channel (AO1- 0.5 mark), which involves selling her products to local retailers who then sell to customers (AO2 – 1 mark).
One factor influencing her choice is the degree of control. By selling directly, Warda keeps full control over branding, pricing, and customer experience, which may suit her handmade, high-quality products.
Another factor is location and market access. Working with retailers could help her reach customers who prefer in-store purchases and increase local visibility. (AO3 – 2 marks)

Marking Guidance and Rubric:
AO1 (1 mark) – Knowledge of distribution channels
AO2 (2 marks) – Application of the channels to Warda's context
AO3 (2 marks) – Analysis of two relevant influencing factors
All answers should be marked based on the following rubric:
<table>
<tr><th>Description</th><th>Mark</th></tr>
<tr><td>Correct identification of two types of distribution channels (direct and single intermediary). Must use correct terminology. Each is worth 0.5 (0.5x2=1 mark)</td><td>AO1- 1 mark</td></tr>
<tr><td>1 mark for each channel clearly explained in Warda's specific context (e.g. how her website or local retailers relate to the distribution method). (1x2=2 marks)</td><td>AO2- 2 marks</td></tr>
<tr><td>1 mark per relevant factor analyzed (e.g. control, cost, customer access). The response must explain how the factor applies to Warda's decision. (1x2=2 marks). Generic points without context = 0</td><td>AO3 – 2 marks</td></tr>
</table>
<table>
<tr><td>Assessment Objective</td><td>[1] AO1
[2] AO2
[2] AO3</td></tr>
<tr><td>Page Reference</td><td>342 - 344</td></tr>
<tr><td>Learning Outcome</td><td>Identify the different types of distribution channels: - Directly to the customers/ Direct selling. - Single-intermediary (through retailers). - Two-intermediary (through wholesalers). Explain the different types of distribution channels. Evaluate the factors influencing choice of channels: - Degree of control over marketing mix. - Costs. - Location (access to market/convenience).</td></tr>
</table>
</td><td>5</td></tr>
</table>

[The End of the Marking Guide]



سلطنة عمان
وزارة التربية والتعليم



مركز القياس والتقويم التربوي
The Center for Educational Assessment and Measurement (CEAM)

امتحان دبلوم التعليم العام للمدارس الخاصة (ثنائية اللغة)

الفصل الدراسي الثاني- الدور الثاني

للعام الدراسي ١٤٤٧/١٤٤٦ هـ - ٢٠٢٥/٢٠٢٤ م

تنبيه:
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- يجب على الممتحن التأكد من استلام دفتر امتحانه، مغلفاً بغلاف بلاستيكي شفاف وغير ممزق ، وهو مسؤول عنه حتى يسلمه لمراقبي اللجنة بعد الانتهاء من الإجابة.
- يجب الالتزام بضوابط إدارة امتحانات دبلوم التعليم العام وما في مستواه وأية مخالفة لهذه الضوابط تعرضك للتدابير والإجراءات والعقوبات المنصوص عليها بالقرار الوزاري رقم ٥٨٨ / ٢٠١٥.
- يقوم المتقدم بالإجابة عن أسئلة الامتحان المقالية بقلم الحبر (الأزرق أو الأسود).
- يقوم المتقدم بالإجابة عن أسئلة الاختيار من متعدد بتظليل الشكل (○) وفق النموذج الآتي:

س – عاصمة سلطنة عمان هي:

○ القاهرة ○ الدوحة
● مسقط ○ أبوظبي

ملاحظة: يتم تظليل الشكل (●) باستخدام القلم الرصاص وعند الخطأ، امسح بعناية لإجراء التغيير.

صحيح ● **غير صحيح** ⊖ ◉ ◔ ⊗ ✓

مُسَوَّدَة، لا يتم تصحيحها

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Question One: Multiple Choice (Items 1 – 8) (8 Marks)

Shade in the bubble (⬭) next to the **correct** answer for each of the following items:

1. Which of the following is a typical activity of marketing function within a business?

- ⬭ Selection
- ⬭ Recruitment
- ⬭ Manufacturing
- ⬭ Product Design

2. A mobile phone manufacturer introduces an affordable range of smartphones made especially for 18-25 years old college students.

Which type of market segmentation does the business employ?

- ⬭ Behavioral Segmentation
- ⬭ Geographic Segmentation
- ⬭ Demographic Segmentation
- ⬭ Psychographic Segmentation

3. The research method that encourages debate between consumers about a product or advertisement is called:

- ⬭ Interview
- ⬭ Focus group
- ⬭ Test marketing
- ⬭ Questionnaire

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Question One: (continued)

4. A startup skincare brand wants to analyse consumer preferences before launching a new organic face cream. Instead of relying on numerical sales data, they conducted in-depth interviews to gather insights into customer opinions, attitudes, and beliefs about organic skincare products.

What type of market research data is collected?

- ▢ Statistical Data
- ▢ Numerical Data
- ▢ Qualitative Data
- ▢ Quantitative Data

5. What is meant by **services** in a business context?

- ▢ Materials used in the production process.
- ▢ Products that require assembly before use.
- ▢ Intangible products that satisfy consumer needs.
- ▢ Tangible goods are sold through online platforms.

6. A video streaming platform has gained millions of users, and the number of subscribers is still increasing.

Which stage is the platform most likely entering?

- ▢ Introduction
- ▢ Growth
- ▢ Maturity
- ▢ Decline

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Question One: (continued)

7. Offering customers points or credits for each purchase that can later be redeemed for discounts or gifts is an example of:

- ☐ Loyalty reward programmes
- ☐ Competitions on packaging
- ☐ Buy one, get one free
- ☐ Money-off coupons

8. Which of the following is a characteristic of **digital promotion**?

- ☐ Displaying static advertisements on digital billboards in public places.
- ☐ Communicating with customers through in-person meetings.
- ☐ Using websites, email, or social media to reach consumers.
- ☐ Making promotional phone calls to potential customers.

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Question Two: Extended Response (Items 9 – 19) (32 Marks)

Answer ALL questions in the space provided.

9. Delisip is a new cafe in Muscat, aiming to ensure its long-term success by focusing on effective marketing strategies.

Identify and briefly explain **ONE** marketing function that can help the coffee shop to succeed.

[2]

10. A sport shoes company is launching a new range of footwear. The company is still exploring whether to use **a mass marketing strategy** or **a niche marketing strategy** to target professional athletes.

Analyze **ONE** advantage of each approach for the sport shoes company, then recommend which marketing strategy the company should use.

[5]

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Question Two: (continued)

11. State **ONE** purpose of market research.

[1]

12. A popular clothing brand is experiencing declining sales despite implementing frequent promotions.

How can the company benefit from market research in this situation?

[2]

13. Explain with an example **ONE** advantage of primary research data.

[2]

14. Using a business of your choice, analyze **TWO** potential limitations of using secondary research data?

Limitation 1:

Limitation 2:

[2]

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Question Two: (continued)

15. Define the term **Marketing Mix** and identify its elements.

[3]

16. QuickCrave is a new fast food restaurant opening in a busy area with many competitors offering similar food options. The owner believes that success will depend on identifying a clear Unique Selling Point (USP) to stand out in the market.

a. Define the term **Unique Selling Point (USP)**.

[1]

b. Describe **THREE** reasons why having a USP is important for a restaurant like QuickCrave in a competitive market.

1.

2.

3.

[3]

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Question Two: (continued)

17. Using a business of your choice, explain the possible changes that may occur during the **maturity** stage of a product's life cycle in the following marketing mix elements:

a. Product: _____

_____ [1]

b. Promotion: _____

_____ [1]

18. The following table provides examples of two marketing mix decisions:

Marketing Mix	Product	Price	Place	Promotion
X	Premium smartphone with AI features.	Very low price (below entry-level models, not aligned with product image).	Sold through exclusive brand-owned retail stores and official website.	A social media campaign with budget-focused tech influencers who review the product and offer limited-time discount codes.
Y	Hand-crafted organic luxury tea set.	High price (based on competitor benchmarking in the high-end gift market).	Sold in boutique gift stores and spas.	A full-page color advertisement placed in luxury lifestyle and wellness magazines highlighting the product's exclusivity and design.

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Question Two: (continued)

Using the information provided, answer the following questions:

a. For each marketing mix, identify the implemented promotional method in:

X: _____

_____

Y: _____

_____

[1]

b. The pricing decision of one of the above marketing mixes is irrelevant to its other elements.

(i) Identify which marketing mix is this.

_____ [1]

(ii) Justify your answer in (i).

_____

_____ [1]

(iii) Recommend a more suitable pricing decision.

_____

_____ [1]

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Question Two: (continued)

19. Fatma runs a small handmade soap business. She currently sells her products directly to customers from home using a website, but she is thinking about using retailers' shops to sell her soaps to customers.

Based on the information given, identify the above **TWO** distribution channels Fatma is considering and analyze **ONE** advantage and **ONE** disadvantage of each of the two distribution channels.

The distribution channel	The discussion of **ONE** advantage	The discussion of **ONE** disadvantage
_____	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____
_____	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____

[5]

[End of Examination]

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Marking Guide for General Education Diploma for Private Schools (Bilingual)

Semester Two - Second Session 2024/2025

Subject: Business Studies

Note: There are 10 pages in this guide

First: Answers for the Multiple-Choice Items (8 Marks):

N.	Answer	Mark	Learning Outcome	Assessment Objective
1	D Product Design	1	Identify typical activities of the marketing function within a business	AO1
2	C Demographic Segmentation	1	Explain the methods of market segmentation	AO2
3	B Focus group	1	Define the primary and secondary market research.	AO1
4	C Qualitative data	1	Justify qualitative and quantitative market research data in any given business situation	AO2
5	C Intangible products that satisfy consumer' needs	1	Define the following: - Goods. - Services. - Product differentiation - Unique Selling Point (USP). - Brand/Branding.	AO1
6	B Growth	1	State the stages of the product life cycle (Introduction, Growth, Maturity, Decline).	AO2
7	A Loyalty reward programs	1	Provide examples of each method of promotion.	AO1
8	C Using websites, email, or social media to reach consumers.	1	Explain each method of promotion.	AO1

Second: Answers for the Extended Response Items (32 Marks):

General Notes

- There may be different ways of answering questions, but a basic requirement for all answers is that they are RELEVANT.
- If the answer is clearly not relevant, and the student has clearly made no attempt to answer the question that was set, NO marks should be awarded. However, if the student has genuinely attempted the answer, but his answer is only partly relevant, then a reduced mark (not zero) should be awarded.

N.	Answer	Mark
9	**A sample answer:** One key marketing function is market research. This involves collecting and analysing data on customer preferences and local market trends. For Delisip, market research can help identify what products customers want, preferred pricing, and effective promotional methods, increasing the chances of business success. **Marking Guidance:** AO1: Identification and understanding of one marketing function [1 mark]. AO2: Application to Delisip by explaining how it helps tailor offerings to customer needs [1 mark]. *The answer provided is just a sample answer, any other correct relevant answer must be accepted.* **Other marketing functions are:** - Product design. - Pricing. - Promotion. - Distribution	2

Assessment Objective	[1] AO1 + [1] AO2
Page Reference	274
Learning Outcome	Explain the role and importance of the marketing function to a business.

10	**A sample Answer:** One advantage of mass marketing is that it allows for economies of scale, which can reduce production costs and increase profit margins (AO1). If the sports shoes company chooses this approach, it could manufacture large quantities of general-purpose athletic shoes at lower unit costs, making them more affordable and appealing to a wide customer base (AO2). An advantage of niche marketing is the ability to meet the specific needs of a targeted group more precisely, which often allows firms to charge higher prices and build strong customer loyalty (AO1). For the sports shoes company, targeting professional athletes with high-performance features—such as superior grip or tailored support—could establish the brand as a premium specialist in that niche, encouraging repeat business (AO2). In this context, niche marketing is the more appropriate strategy. Professional athletes have unique and demanding requirements that are unlikely to be fully satisfied by a general-purpose product. By focusing on this niche, the company can create a strong brand reputation, charge premium prices, and differentiate itself from mass-market competitors. This focused strategy is more likely to ensure long-term success in a specialized market (AO3). **Marking Guidance*:*** AO1: Identification of one advantage for each marketing strategy [1 mark, 0.5 for each advantage] AO2: Application to business context (sport shoes for professional athletes) [2 marks, 1 mark for each advantage] AO3: A recommendation that compares the two strategies and explains why one is more suitable in this situation. [2 marks] *The answer provided is just a sample answer, any other relevant answer should be awarded.*	5

Assessment Objective	[1] AO1+ [2] AO2 + [2] AO3
Page Reference	282
Learning Outcome	Define Mass & Niche Marketing. Differentiate between Mass & Niche Marketing. Discuss the advantages and disadvantages of Mass & Niche Marketing.



11

Answer:

Any of the following:

- Identifying the main features of the market.
- Reduce the risk of new products.
- Identify customers' characteristics.
- Explain market trends.
- Predict future changes in demand.
- Assess the most popular designs, promotions, styles and package of a product.

1

Marking Guidance*:*

Any other correct answer must be accepted.

Assessment Objective	AO1
Page Reference	292
Learning Outcome	Define market research

12

Answer:

Market research can help the company identify why customers are not responding to its promotions by collecting feedback on customer preferences and buying behavior. This allows the business to adjust its products or promotional strategies based on real customer insights, which may help improve sales.

Marking Guidance*:*

Any other correct answer must be accepted.

Assessment Objective	AO2
Page Reference	292 - 293
Learning Outcome	Analyze the importance of market research.

2

A sample answer:

An advantage of primary research is that the data collected is directly relevant to the business's specific needs. For example, a new cosmetics brand could use customer surveys to find out exactly what skin concerns their target customers have, allowing them to design products that match those concerns.

Marking Guidance:

A clear explanation of one valid advantage [1 mark], supported with an appropriate and specific example [1 mark].

Other advantages might be:

- To find out about completely new markets, for example, for innovative products for which no secondary data exists.
- To gather qualitative data which supports and helps to explain quantitative data. For example, if a business has falling sales in one market, it can question consumers about why they have changed their buying patterns.
- To focus research on market reaction to specific changes made by the business, such as lower prices or increased advertising.
- To gain information from a particular target group of consumers.

13 2

Assessment Objective	AO1
Page Reference	295-296
Learning Outcome	State examples of secondary research data

14

A sample answer:

Limitation 1:

Secondary data might be out of date. For example, if a clothing retailer uses population data from a five-year-old government census, its marketing strategy might not reflect recent changes in consumer demographics, leading to poor decision-making.

Limitation 2:

Secondary data is not always specific to a business's needs. For instance, a bakery chain might access general food sales data, but this may not provide insights into regional demand for gluten-free products, limiting the usefulness of the research.

Marking Guidance:

*1 mark for the analysis of each limitation and its impact [1*2=2 marks].*

Other limitations might be:

- Not all secondary data is available to all potential users. Even if it is available, it can be expensive to obtain, for example, from market research agencies.
- Secondary data might indicate the potential for a new market, but primary research will be needed to gather specific information for potential consumer profiles and their product preferences.
- Big data is so vast that it is not easy to analyze and to be made useful for an individual business. Data analysis businesses will do this, but at a high cost.

Assessment Objective	AO3
Page Reference	296
Learning Outcome	Discuss the advantages and disadvantages of secondary market research.

2

15

Answer:

The marketing mix is the key decisions or marketing tools that must be taken to enable the effective marketing of a product is known as Marketing Mix. [1 mark]

The elements of Marketing Mix are:

- Product [0.5]
- Price [0.5]
- Place [0.5]
- Promotion [0.5]

Assessment Objective	AO1
Page Reference	309
Learning Outcome	Define marketing mix. Identify the element of marketing mix.

3

<table>
<tr>
<td>16.a</td>
<td>
Answer:
A unique selling point is a feature of a product or service that makes it different from and better than competitors.
Marking Guidance:
1 mark for a clear and accurate definition.
Any other correct definition should be accepted and awarded.
<table>
<tr><td>Assessment Objective</td><td>AO1</td></tr>
<tr><td>Page Reference</td><td>311</td></tr>
<tr><td>Learning Outcome</td><td>Define Unique Selling Point (USP).</td></tr>
</table>
</td>
<td></td>
</tr>
<tr>
<td>16.b</td>
<td>
A sample Answer:

A USP helps QuickCrave attract attention from customers who already have many fast-food options.
It can attract new customers who are looking for specific features like organic ingredients or vegan-friendly meals.
A strong USP builds customer loyalty, encouraging repeat visits to the restaurant and a positive reputation, which supports long-term success.

Marking Guidance:
Award 1 mark for each valid application point showing why a USP matters to QuickCrave, a restaurant in a competitive market. (1x3=3 marks)
The explanation must show relevance to the restaurant sector and the competitive environment.
<table>
<tr><td>Assessment Objective</td><td>AO2</td></tr>
<tr><td>Page Reference</td><td>311</td></tr>
<tr><td>Learning Outcome</td><td>Explain the importance of product differentiation /USP</td></tr>
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</td>
<td>3</td>
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<table>
<tr>
<td>17.
a,b</td>
<td>
Answer:
a. During the maturity stage, a smartphone business may introduce new colors or software updates to keep the product appealing and extend its market life. [1 mark]

b. At this stage, the business may focus on persuasive advertising that highlights the phone’s advantages over rival brands to retain market share and encourage brand loyalty. [1 mark]
<table>
<tr><td>Assessment Objective</td><td>AO2</td></tr>
<tr><td>Page Reference</td><td>315</td></tr>
<tr><td>Learning Outcome</td><td>Explain the possible changes in 4Ps at each stage of a product lifecycle</td></tr>
</table>
</td>
<td>2</td>
</tr>
<tr>
<td>18. a</td>
<td>
X: Social media marketing [0.5]
Y: Print advertising [0.5]
<table>
<tr><td>Assessment Objective</td><td>AO2</td></tr>
<tr><td>Page Reference</td><td>332-337</td></tr>
<tr><td>Learning Outcome</td><td>Identify the different methods of promotion</td></tr>
</table>
</td>
<td>1</td>
</tr>
</table>

18.b. (i), (ii), (iii)

A sample Answer:

(i) The pricing of product X is inconsistent with the other elements of marketing mix. [1 mark]

(ii) Because the very low price does not match the premium features of the smartphone, such as AI technology, or the exclusive brand-owned retail stores and online-exclusive sales channel. This low price may damage the product's perceived value. [1 mark]

(iii) A more appropriate decision would be to set a mid-range to high price aligned with competitor premium smartphones, to support the brand's image and value proposition. [1 mark]

3

Marking Guidance and Rubric:

AO2 [1 mark]: Identifying which mix has an inconsistence pricing decision.

AO3 [2 marks]: Providing a clear justification of why the price is inconsistent [1] and recommending a realistic and appropriate pricing decision [1].

Assessment Objective	[1] AO2- [2] AO3
Page Reference	320-322
Learning Outcome	Evaluate the factors which determine the price of a product

19

A sample Answer:

The distribution channel	The discussion of ONE advantage	The discussion of ONE disadvantage
Direct selling (via website) (0.5 mark)	Fatma keeps all the profit because there is no intermediary to take a share. (AO2) - (0.5 mark) This increases her profit margin, which is important for a small business with limited resources. (AO3) - (0.5 mark)	Her customer reach may be limited as people who don't shop online won't see her products. (AO2) - (0.5 mark) This could lead to slower growth in sales and brand awareness, especially in her local area. (AO3) - (0.5 mark)
Retailer (selling through shops) Single-intermediary channel (0.5 mark)	Selling through a shop helps Fatma reach more customers who may prefer to buy in person. (AO2) - (0.5 mark) This allows her to increase her customer base and	She will have to give a percentage of the sale to the retailer, reducing her profit per item. (AO2) - (0.5 mark) This could reduce the income she earns per sale, making it harder to invest

5

	brand exposure, especially in local markets. (AO3) - (0.5 mark)	in expanding her business. (AO3) - (0.5 mark)

Marking Guidance and Rubric:

AO1 (1 mark) – Identifying both of the correct distribution channels being considered by Fatma. Each is worth 0.5 mark (0.5x2=1 mark)

AO2 (2 marks) –1 mark per distribution channel for applying one advantage and 1 mark for applying one disadvantage to Fatma's specific context.

AO3 (2 marks) – 1 mark per distribution channel for analyzing the impact of one advantage and 1 mark for analyzing one disadvantage.

(students must explain the **consequence or implication**)

All answers should be marked based on the following rubric:

Descriptor	Mark
Correctly identify the two distribution channels Fatma is considering.	*AO1- 1 mark*
Effectively applies knowledge of one advantage and one disadvantage to each distribution channel in the context of Fatma's business. Must be specific to her situation. For each channel the application of each advantage and disadvantage.	*AO2- 2 marks*
Provides relevant analysis of the impact or consequence of each advantage and disadvantage on Fatma's business. It shows depth of understanding. For each channel the discussion of each advantage and disadvantage.	*AO3 – 2 marks*

Assessment Objective	[1] AO1 [2] AO2 [2] AO3
Page Reference	342 - 344
Learning Outcome	Identify the different types of distribution channels: - Directly to the customers/ Direct selling. - Single-intermediary (through retailers). - Two-intermediary (through wholesalers). Discuss the advantages and disadvantages of distribution channels.

[The End of the Marking Guide]