Christmas Ho Ho Ho Homework &

Preparation for Prelims

Describe the sales promotions which could be used when launching a new product.

4 marks

Discuss the factors an organisation might consider before selecting a channel of distribution. 4 marks

Compare the use of random sampling and quota sampling when carrying out market research. 2 marks

Discuss the advantages and disadvantages of centralised stock storage. 4 marks

Explain the disadvantages of just in time stock control. 4 marks

Describe the features of Maslow’s motivation theory. 4 marks



Read Mackie’s Case Study

Describe 2 suitable pricing strategies for Mackie’s luxury ice cream produce. 4 marks

Discuss the “out of the pipeline” methods of promotion identified in the case study.

4 marks

Explain, using examples from the case study, the benefits to Mackie’s of having a diverse product portfolio. 4 marks

Compare the method of production used by Mackie’s with job production. 4 marks

Discuss the methods of ensuring quality identified in the case study. 5 marks

Additional Questions – Section 2

Describe the benefits of workforce planning 2 marks

Discuss the use of geographical grouping 3 marks

Describe the advantages of being a social enterprise. 3 marks

Other than competition, explain the impact of external factors on an organisation.

5 marks

Distinguish between a tactical decision and an operational decision. 3 marks