# AQA A Level Business

Unit Assessment

This Land Assessment covers:

- Choosing a legic direction
- 1 hour
- The raxin mark for this unit assement 50



Name

Centre Name



## AQA A Level Business Unit Assessment

## Section A

ANSWER ALI	_QUESTIC	INS IN TH	HIS SECTIO	N

1		rding to Bowman's strategic clock, why is position a product at Phigh margins) unlikely to be successful in the lor cerm?	osition 6	
	Α	Competitors can offer a product with lower price iver alue		
	В	Competitors can offer a product with ower perceiver for a higher price		
	С	Competitors can offer a product thin percond value for a higher price		
	D	Competitors can offer a p.		mark)
2		soff's matrix, regy offe hew products to risting consequences	ers	
	Α	Diversification		
	В	Pro ** develop		
	С	N 'EL DIMEN.		
	D	Ma t pr		
		TVICE I CONTRACTOR OF THE CONT		(1 mark)
3	1.	he allowing combination to provide a competitive	e advan	tage
	Ji a i	nal chain of budor stels?		
	A	conomies of scale in Concity under high		
	В	Economies of scale apaci utilisation: high		
	С	Economies : hig y utilisation: low		
	D	Econom of sc low C city utilisation: low		(1 mark)
				(Timark)
4		of these components of these components would be most likely to support a strategy		
	of cos	st leadership?		
	Α	High capacity utilisation & undifferentiated products		
	В	Low capacity utilisation & differentiated products		
	С	High capacity utilisation & differentiated products		
	D	Low capacity utilisation & undifferentiated products		(1 mark)



5 Which of the following is the least likely influence on a business's choice of positioning strategy?

			(I IIIark)
D	The past image of the brand		(1 mark)
С	Target market income levels	•	
В	A temporary problem with a supplier		
Α	The actions of competitors		





## Section B

#### ANSWER **ALL** QUESTIONS IN THIS SECTION

its strategic positioning in		(5



7	Explain one problem a high value, high priced fashion design business may experience if it launched a range of low cost items aimed at the wider mass market  (6 marks
	Extra Spano





8 In 2014, Coca-Cola launched Coca-Cola Life, a low-calorie cola sweetened from natural sources, to join brands like Coca-Cola Zero Sugar and Diet Coke in its product portfolio. The aim was for Coca-Cola Life to capitalise on the fast growth in the "healthier, soft drinks market" and to counter slow growth experienced by the traditional Coca-Cola product. Analyse the benefits to Coca-Cola of this change of strategic direction through the launch of Coca-Cola Life (9 marks) Extra Space









## Section C

ANSWER ALL QUESTIONS IN THIS SECTION

#### John Lewis: The Star of Christmas Marketing!

Department store chain John Lewis is well-known for high quality customer service and a price promise to be "never knowingly undersold". Recently it has also become known for its popular annual Christmas television adverts, the release of which is widely anticipated stakeholders, including customers are media and competitors. These adverts, which usually launch in any Normber each year, act as a driver of customer visits to stores and John Lewis' online store a crucial Christmas trading po

Each advert aims to be memorable and though provoking. It is advert, featuring the description of advert and description of advertised and description of advertised and description of

John Lewis believes that its main nome Joes not come from other tore chains like 'part Debenhams or House of Frase e brands, particularly \ma\_ on, which is seen rom by many as emotionless, corp. 'imp hal, John Lewis a. ⊃ diti 'ate itself by creating an ising emotional attachment between and its brand. The 2016 a paign helped create this customer attachm s vic ...g a store could r ugh a virtual reality headset or connect with Buster itter or on the John Lev. bsite.

This multichar of marketing proach gave custor and at the same tile with a values of the Joh wis brack ultimately helping the business to build on the competition advantage with the same tile with a values of the Joh wis bracket ultimately helping the business to build on the competition advantage with a same tile with a value of the John with





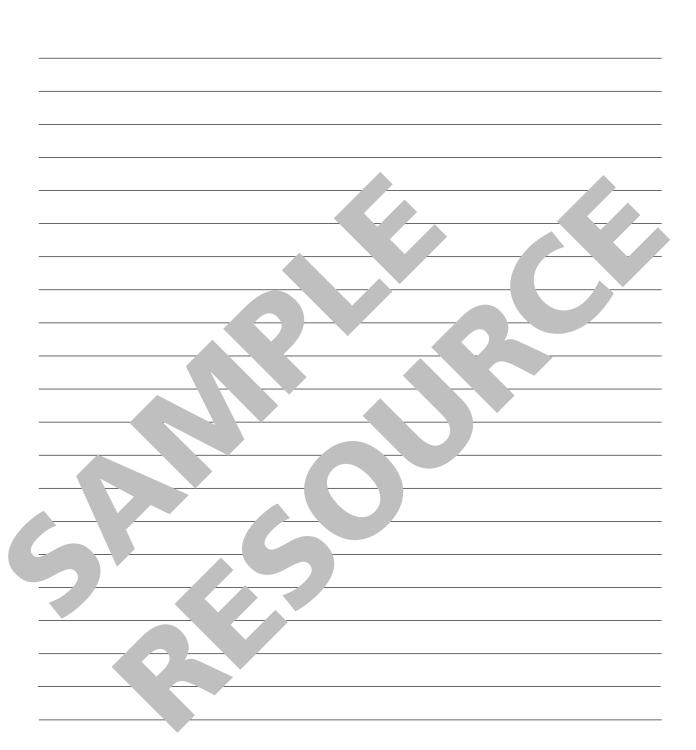
			.g a σοι ησαιατό ασ	Ivantage in the retail	(9 ma
		+			
Extra Space	e				





positioning?		/16 ma
		(16 ma
	74 4 3	





### **End of Questions**

