



Worksheet 8: Find the conclusion answers

- 1 Evaluate the most appropriate sales promotion methods that a new fashion retailer could use in their new marketing campaign.

Response 1	Response 2
<i>The most appropriate sales promotion methods are special offers and competitions.</i>	<i>There are many sales promotion methods that a new fashion retailer could use but it is important that they choose the most appropriate.</i>

Response 1	✓	<i>is the better response because it makes a judgement with supporting relevant methods that the question has asked for. Response 2 is more of a summary which is not evaluation.</i>
Response 2		

- 2 Advise an exporter on one action to improve the sustainability of their supply chain.

Response 1	Response 2
<i>The exporter should try limiting unnecessary packaging and managing stock production to reduce waste.</i>	<i>An exporter's reputation, and therefore its potential to sell products and provide services may all be affected by the environmental policies and procedures that it has in place.</i>

Response 1	✓	<i>is the better response because it gives a clear answer to the question about a sustainable action. Response 2 is answering a different question on the importance of sustainability and in the process, being vague.</i>
Response 2		

- 3 Recommend whether Miah should buy her games console with a credit card or a store card. Justify your recommendation.

Response 1	Response 2
<i>Based on the arguments presented, Miah could use either a credit card or a store card.</i>	<i>However, a store card will offer not only a reasonable period for repayment which is similar to a credit card, but also offer reward points which can be exchanged by the consumer for more goods. Therefore, a store card is recommended.</i>

Response 1		
Response 2	✓	<i>is the better response as it has a justified recommendation. Response 1 does not come to a recommendation.</i>



4 Discuss the importance of making profits to a company.

Response 1	Response 2
<i>Without the possibility of earning a profit, there would be no incentive to take the risk of setting up and running a business or investing capital to expand an existing business so this makes it very important.</i>	<i>There are many factors that are important to a company such as keeping business documents and having effective communications.</i>

Response 1	✓	<i>is focused on the question and gives supporting evidence on the importance of profits which the question asked for. Response 2 has not focused on profits but on other factors important to a company.</i>
Response 2		