



Worksheet 10: Find the conclusion

Look at the start of each conclusion written below to answer the questions. Based on only the first sentence of the conclusion, tick the box to identify which is better and why.

- 1 Evaluate the most appropriate below the line promotion methods that FD could use to promote their new product.

Response 1	Response 2
<i>The most appropriate below the line promotion methods are direct mail and public relations.</i>	<i>There are many different below the line promotion methods and FD will need to choose the most appropriate.</i>

Response 1	Response 2

- 2 Advise TY on the most suitable marketing mix for it to use to launch its new shop.

Response 1	Response 2
<i>Promotion is the most important element of the marketing mix that TY should focus on because they need to inform people about the new shop.</i>	<i>The most suitable marketing mix for TY to use to launch their new shop would be to have a wide range of products, a low price, TV advertising and to allow customers to purchase on the internet as well as in store.</i>

Response 1	Response 2

- 3 Recommend whether Ranjit should relocate to Country F. Justify your recommendation.

Response 1	Response 2
<i>Based on the arguments, Ranjit should relocate to Country F.</i>	<i>Relocating to Country F has many advantages and disadvantages and Ranjit will need to decide whether she wants to relocate or not.</i>

Response 1	Response 2



4 Discuss the external factors that may affect the business over the next three years.

Response 1	Response 2
<i>All of the external factors analysed will affect the business, but the most important will depend upon what objectives the business uses.</i>	<i>External factors are more likely to affect the business than internal ones.</i>

Response 1	Response 2