



Worksheet 10: Find the conclusion answers

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

Response 1 is the better response because it makes a judgement that the question has asked for. Response 2 is more of a summary which is not evaluation.

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

Response 2 is the better response because it gives a clear answer to the question about the entire marketing mix. Response 1 is answering a different question (about which element is most important). You must read the question carefully.

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

Response 1 is the better response because it does what the question asks, by making a recommendation. Response 2 does not make a decision and come to a recommendation.

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

Response 1 is focussed on the question and starts to weigh up the factors. 'Discuss' does not require a judgement, but it makes sense to state which of the factors will have the biggest effect. Response 2 has brought in internal factors, which are irrelevant and not answering the question.