

Oxford Revise | Edexcel GCSE Business | Answers

Chapter 26 Promotion

26.1 Award 1 mark for identifying one influence, plus up to 2 further marks for explaining this influence. Here is an example of a 3-mark answer:

- *Technology influences a business's choice of pricing strategy (1).*
- *Technology is likely to lead to product differentiation (1).*
- *As a result, customers are more likely to pay a higher price to be one of the first to own the product (1).*

26.2 Award up to 6 marks. First identify the correct level, and then decide whether the answer falls towards the bottom of the level or towards the top of the level and award marks accordingly.

Level	Marks	Explanation
1	1–2	<ul style="list-style-type: none"> • The answer demonstrates elements of knowledge and understanding of business concepts and issues. It contains limited business terminology. • The answer attempts to explore business information and/or issues. It contains limited connections between points.
2	3–4	<ul style="list-style-type: none"> • The answer demonstrates mostly accurate knowledge and understanding of business concepts and issues. It includes appropriate use of business terminology in places. • The answer explores business information and/or issues. It contains interconnected points with chains of reasoning, although some of the logic may be inconsistent.
3	5–6	<ul style="list-style-type: none"> • The answer demonstrates accurate knowledge and understanding of business concepts and issues throughout. It includes appropriate use of business terminology. • The answer explores business information and/or issues. It contains detailed interconnected points with logical chains of reasoning.

Relevant points that could be included

- Special offers can encourage customers to make a purchase there and then. For example, offering a discount if customers buy today. Special offers like this appeal to people who are already thinking about buying an expensive product and need a little push, or to people who are spontaneous, or to people who have high disposable income.
- Special offers can also encourage customers to buy more than they normally would. For example, offering a multiple-purchase discount, such as three for the price of two.