**Marketing strategy**

**Total Time: 25-30 min**

**Total marks: 15 marks**

Q1. Which of the following is an example of legal controls on marketing strategy? (1)

A Businesses must be market orientated.

B Advertising must not be used to persuade consumers to buy products they don’t need.

C The government encourages competition in markets.

D Businesses must not agree with each other to set the same price for a product.

Q2. Which of the following is sometimes a problem of entering foreign markets? (1)

A The firm has carried out market research.

B There is competition in the market.

C Consumers speak the same language.

D There is strong brand loyalty to existing products.

Q3. What is meant by ‘marketing strategy’? (2)

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Q4. What is meant by ‘barriers to trade’? (2)

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Q5. Identify two ways a business might overcome the problems of entering foreign markets. (4)

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Q6. Identify and explain three problems a business might face when entering foreign markets.

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