

**2012 HIGHER SCHOOL CERTIFICATE EXAMINATION  
Business Studies**2012 HSC - Business Studies  
Band 1/2  
Sample 1 Question 23**Section II (continued)****Question 23 (12 marks)**

XYZ Ltd produces sports shoes which are worn by elite athletes and the general public in North America. XYZ Ltd is keen to expand into Europe and Asia.

- (a) What is ONE possible benefit to XYZ Ltd of using global branding as a marketing strategy? 2

Have a increase on profit by showing other athletes have worn them for any kind of reason.

- (b) Describe TWO physical distribution issues that XYZ Ltd will have to consider as part of their expansion. 4

One distribution will be where would they place the 'XYZ LTD' so that customers will buy and a area full of Athletical sports. Second physical Distribution will be the price of the product on how will they set the price around the world globally.

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- (c) The management team of XYZ Ltd is deciding whether to use customisation or standardisation as its marketing strategy for the expansion.

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Analyse how marketing and finance would be linked in XYZ Ltd's decision to customise or standardise.

Financially 'XYZ LTD'S' decision to customise or standardise, is how ~~you~~ well you know where your putting your money into it, will be shown on a balance sheet and how well you manage your income shown in a income statement. Having to customise financially can help alot by your own look, but if you want to standardise you have knowing what's the standards of 'XYZ LTD'S'. Customise by looking through marketing shows also a good Reason to decorate or show off your own style. Standardise makes the marketing go down.

End of Question 23