

2012 HIGHER SCHOOL CERTIFICATE EXAMINATION
Business Studies

2012 HSC - Business Studies
Band 1/2
Sample 2 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

XYZ using global marketing can benefit not only thier business globally to spread awariness of their brand but also thier elite athletes.

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

XYZ may overcome two physical distribution issues including posting & handeling, and hands on sampeling or awariness of each product.

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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.

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

By customising XYZ m will be seen ~~and~~ as a individual trying something different which may benefit them because consumers may be attracted more to the business influencing them to overthink into purchasing the product benefiting the Business. By standardising it's marketing strategy the business is aware of the strategic success benefiting their financial awareness more than Customisation.

End of Question 23