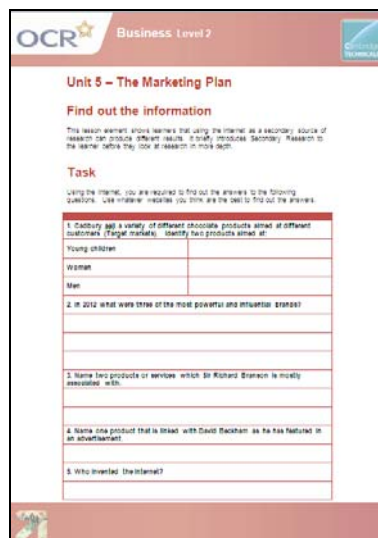


Unit 5 – The Marketing Plan

Find out the information

Instructions and answers for Teachers

These instructions should accompany the OCR resource 'Find out the information' which supports the OCR Level 2 Cambridge Technical Certificate in Business Unit 5 – The Marketing Plan.



OCR Business Level 2

Unit 5 – The Marketing Plan

Find out the information

This lesson element shows learners that using the internet as a secondary source of research can produce different results. It briefly introduces Secondary Research to the learner before they look at research in more depth.

Task

Using the internet, you are required to find out the answers to the following questions. Use internet resources you think are the best to find out the answers.

1. Identify one or more of different chocolate products aimed at different customers (target markets). Identify two products aimed at:

Young children	
Women	
Men	
2. In 2012 what were three of the most powerful and influential brands?
3. Name two products or services which Sir Richard Branson is most closely associated with.
4. Name one product that is linked with David Beckham as he has featured in an advertisement.
5. Who invented the internet?

Associated Files:

Find out the information

Expected Duration:

Task – approx. 45 minutes

This lesson element shows learners that using the internet as a secondary source of research can produce different results. It briefly introduces Secondary Research to the learner before they look at research in more depth.



Task

Using the internet, you are required to find out the answers to the following questions. Use whatever websites you think are the best to find out the answers.

1. Cadbury sell a variety of different chocolate products aimed at different customers (Target markets). Identify two products aimed at:	
Young children	Chocolate buttons, Freddo bars, Curly Wurly, Caramel Freddo, Chomp, Fudge, Dairy Milk Chocolate little bars, Crème egg, Twisted
Women	Flake, Dream, Wispa, Milk Tray, Roses, Cadbury Highlights
Men	Heroes, Bournville chocolate
2. In 2012 what were three of the most powerful and influential brands?	
Amazon, Google, BBC iplayer, Marks and Spencer, BBC and Heinz	
3. Name two products or services which Sir Richard Branson is mostly associated with.	
Virgin Atlantic Airways, Marussia F1, V Festival, Virgin mobile, Virgin media, Virgin trains, Virgin holidays plus many many more.	
4. Name one product that is linked with David Beckham as he has featured in an advertisement.	
H&M range, Pepsi, Adidas, Armani, Motorola, Beckham fragrance	
5. Who invented the internet?	
Sir Timonthy John 'Tim' Berners-Lee AND Robert Cailliau	
6. Name one Japanese car that is manufactured within the UK.	
Honda, Nissan, Toyota	
7. What century did Sainsbury first open its doors for business?	
19 th Century - 1869	



8. When was British Rail privatised?

It started in 1993 and took until 1997 to complete.

9. Name three CEOs of Tesco in the past 20 years.

Ian charter MacLaurin, Baron MacLaurin of Knebworth 1985-1997, Sir Terry Leahy 1997-2011, Philip Clarke, 2011-present

10. In the English Football Premier League which companies sponsor the teams? (Name two)

Barclays sponsor the whole league. Teams: Aon, Standard Charter, 12Bet, Aviva, 32 red, Zoopla, Bet365, AirAsia, Etihad, Invert in Africa, Samsung, Virgin Media, Aurasma, Genting, Fly Emirates, FxPro and Chang Beer.

11. Name two of the Unique Selling Points of iplayer radio.

Streams music on the internet, listen to live Radio or catch up on the last 7 days of BBC radio from the UK and World Service.

12. Name three companies that Lord Sugar has association with.

Amstrad was his first company, Amsair, Amspop, Viglen Ltd, Amscreen, YouView. Also from 1991-1999 he owned Tottenham Hotspur football team.

13. Budget airlines became popular in the last 15 years. Name two budget airlines and when they were founded.

Flybe – 2007 (known as other names in the past), RyanAir – 1985, Easyjet - 1995

14. Identify two Building Societies which converted into banks.

The Abbey National, Cheltenham and Gloucester, Bradford and Bingley, Birmingham Midshires, The Woolwich, Northern Rock, Halifax, Bristol and West, Alliance and Leicester, National and Provincial Building Society.



15. In what European countries can you find the supermarket Lidl? (Name five)

UK, Sweden, Finland, Switzerland, Slovakia, Slovenia, Romania, Portugal, Poland, The Netherlands, Hungary, Cyprus, Malta, Italy, Ireland, Croatia, France, Canaries, Spain, Greece, Germany, Denmark, Czech Republic, Bulgaria, Belgium, Austria.

16. Primark manufactures clothes in different countries. Name two of these countries.

Bangladesh, China, India, Turkey

17. Name four types of products produced by Heinz.

Soup, beans, ketchup, salad cream, HP



This activity offers an opportunity for English skills development.

LESSON *Elements*

The building blocks you need to construct informative and engaging lessons

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