1 MDZ manufactures a range of chocolate bars. It has 300 employees. MDZ purchases its ingredients from suppliers in the local area. Acting in an ethical way with its stakeholder groups is important. MDZ has products at different stages of the product life cycle. The business is also developing a new product. The Marketing Director needs to make decisions about the packaging and the price of the new product. She knows it is important for a business to use a suitable method of sales promotion for a new product.

(a) Identify **two** roles of packaging.

Role 1: .....

.....

Role 2: .....

..... [2]

(b) Identify **two** stages (other than development) of the product life cycle.

1: .....

.....

2: .....

..... [2]

(c) Outline **two** factors MDZ's Marketing Director should consider when deciding the price of the new product.

Factor 1: .....

.....

.....

.....

Factor 2: .....

.....

.....

..... [4]

(d) Explain **one** way MDZ could act in an ethical way with each of the following stakeholder groups:

Employees: .....

.....

Explanation: .....

.....

.....

.....

Suppliers: .....

.....

Explanation: .....

.....

.....

..... [6]

(e) Explain **two** possible methods of sales promotion a business could use for a new product. Which is likely to be the best method to use? Justify your answer.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]