

Second Semester

Business Studies

(دراسات الأعمال)

(Questions)



مركز القياس والتقويم التربوي
The Center for Educational Assessment
and Measurement (CEAM)



سَلْطَنَةُ عُضْمَانِ
وَرِزَانَةُ التَّرْبِيَةِ وَالتَّعْلِيمِ

امتحان دبلوم التعليم العام للمدارس الخاصة (ثنائية اللغة)

للعام الدراسي ١٤٤٤ هـ - ٢٠٢٢ / ٢٠٢٣ م

الدور الأول - الفصل الدراسي الثاني

تنبيه: • المادة: دراسات الأعمال
• الأسئلة في (١٢) صفحة.

• زمن الإجابة: ثلاث ساعات.
• الإجابة في الورقة نفسها.

تعليمات مهمة:

- يجب على الممتحن التأكد من استلام دفتر امتحانه، مغلفاً بغلاف بلاستيكي شفاف وغير ممزق، وهو مسؤول عنه حتى يسلمه لمراقبي اللجنة بعد الانتهاء من الإجابة.
 - يجب الالتزام بضوابط إدارة امتحانات دبلوم التعليم العام وما في مستواه وأية مخالفة لهذه الضوابط تعرضك للتدابير والإجراءات والعقوبات المنصوص عليها بالقرار الوزاري رقم ٥٨٨ / ٢٠١٥.
 - يقوم المتقدم بالإجابة عن أسئلة الامتحان المقالية بقلم الحبر (الأزرق أو الأسود).
 - يقوم المتقدم بالإجابة عن أسئلة الاختيار من متعدد بتظليل الشكل (○) وفق النموذج الآتي:
س - عاصمة سلطنة عمان هي:
○ القاهرة ○ الدوحة
● مسقط ○ أبوظبي
 - ملاحظة: يتم تظليل الشكل (●) باستخدام القلم الرصاص وعند الخطأ، امسح بعناية لإجراء التغيير.
 - صحيح ● غير صحيح ○
- يجب الحضور إلى قاعة الامتحان قبل عشر دقائق على الأقل من بدء زمن الامتحان.
 - يجب إحضار أصل ما يثبت الهوية وإبرازها للعاملين بالامتحانات.
 - يجب الالتزام بالزي (الدشداشة البيضاء والمصر أو الكمة للذكور) والزي المدرسي للطالبات، ويستثنى من ذلك الدارسون من غير العمانيين بشرط الالتزام بالذوق العام، ويمنع على جميع المتقدمين ارتداء النقاب داخل المركز وقاعات الامتحان.
 - يحظر على الممتحنين اصطحاب الهواتف النقالة وأجهزة النداء الآلي وآلات التصوير والحواسيب الشخصية والساعات الرقمية الذكية والآلات الحاسبة ذات الذاكرة التخزينية والمجلات والصحف والكتب الدراسية والدفاتر والملصقات والحقائب اليدوية والآلات الحادة أو الأسلحة أياً كان نوعها وأي شيء له علاقة بالامتحان.
 - يجب على الممتحن الامتثال لإجراءات التفتيش داخل المركز طوال أيام الامتحان.



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Question One: Multiple Choice (Items 1 – 6)**(6 marks)**

There are 6 multiple-choice items worth one mark each.
Shade in the bubble () next to the **correct** answer for each of the following items.

1. An example of a business to consumer (B2C) marketing is:
 - A company purchases office supplies from a vendor.
 - A customer purchases a new laptop from an online retailer.
 - A restaurant owner buys ingredients from a local farmer.
 - An advertising agency buys ad space from a media company.

2. Which one of the following would be a source of secondary market research data for a fast-food business?
 - Focus Group interviews with customers.
 - Online customers' survey.
 - Year-end accounts of the previous year.
 - Observation of competitors' performance.

3. Marwa is the owner of a chocolate factory; she wants to conduct market research using a narrative technique to understand why new customers switch to other competitors. What kind of market research approach is she going to use?
 - Quantitative and Qualitative Research
 - Asset Research
 - Quantitative Research
 - Qualitative Research

4. The unique qualities of a product that lead to a difference between the product and competitors' products is known as:
 - New Product Development
 - Product Differentiation
 - Unique Selling Proposition
 - Product Positioning

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Question One: (continued)

5. Among the following, the product that is likely to have the shortest product life cycle is:
- A new design of vacuum cleaner
 - A luxury branded chocolate
 - A new music CD
 - A science textbook
6. A pizza restaurant has introduced a new ranch chicken pizza into their product line and promoted it to customers by offering “Buy one large new ranch chicken pizza and get the other medium pizza for free”. Which of the following promotional methods have been used by this pizza restaurant?
- Personal Selling
 - Public relations
 - Sales Promotion
 - Direct Promotion

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Question Two: Fill in the Blank (Items 7 – 12)**(6 marks)**

Fill in the blanks with the following words. There are four extra words.

introduction	mass marketing	observation	business to business	qualitative data
quantitative data	growth	business to consumer	test marketing	sales promotion

7. Selling and marketing standardized products or ranges of products in the same way to the whole market refers to _____ .

8. A tire manufacturer attempting to market and sell its products to an automobile manufacturing firm is an example of _____ marketing.

9. An Omani Halwa brand decided to launch a new product with figs. Before the final launch, the business decided to offer and sell it in limited branches only, to know whether it will achieve the sales targets or not. This primary data collection method refers to _____ .

10. Non-numerical data that provides detailed insight into customer motivation, values, buying behavior, and opinions is known as _____ .

11. A product may require the highest informative advertising costs during the _____ stage of the product's life cycle.

12. The promotion technique that includes methods like price offers, money refunds, money-off coupons is called _____ .

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Question Three: Short Response (Items 13 – 20)**(16 marks)**

Write your answer for each of the following questions in the space provided.

13. Define the term “Market Share”.

(2 Marks)

14. Analyze **ONE** advantage and **ONE** disadvantage of Market segmentation for a clothing brand.

(2 Marks)

15. Write **TWO** reasons why marketing research is important for a business.

(2 Marks)

16. Identify the key components of the Marketing Mix.

(2 Marks)

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Question Three: (continued)

17. The following table shows the sales of a product over 5 years:

Year	1	2	3	4	5
Sales (OMR)	90,000	150,000	210,000	230,000	230,000

At what stage of the product's life cycle are the sales in?
Justify your answer.

(2 Marks)

18. Specify the suitable pricing method for each of these businesses.

(2 Marks)

A. A luxury fragrance company launches a new perfume at a high price.

B. A driving services company charges different fees according to the time of travel.

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Question Three: (continued)

19. In brief, evaluate the effectiveness of using the dynamic pricing by an airline company such as Oman Air. (2 Marks)

20. What is the meaning of 'Channel of Distribution.' (2 Marks)

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Question Four: Extended Response (Items 21 – 25) (20 marks)

Write your answer for each of the following questions in the space provided.

21. Explain any TWO segmentation types with an example for each one. (4 Marks)

22. Give FOUR examples of how a jewelry company can use primary market research. (4 Marks)

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Question Four: (continued)

25. Promotion is one of the vital elements in the marketing mix. Analyze four benefits of using effective promotional methods in a business. (4 Marks)

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Question five: case study (26-30)**(12 marks)**

Read the following scenario carefully then answer the questions in the space provided.

Green Shades Plants Nursery

Green Shades is a plant nursery owned by Nasser, a 35-year-old Omani entrepreneur. He had a flourishing business until the COVID-19 pandemic hit. Like many other businesses, his nursery had to shut down for some time due to lockdowns and safety concerns. During this time, Nasser realized that he needed to find a new way to market and sell his plants. Nasser decided to conduct market research to determine the demand for his plants during the pandemic. He first created an online survey and distributed it to his previous customers, friends, and neighbors. The survey sought to determine people's shopping preferences during the pandemic.

From the research, Nasser realized that most people had changed their buying habits due to the pandemic. He found that online shopping was the preferred option for many customers due to safety concerns. He also learned that people were spending more time at home, which meant that they were interested in purchasing more houseplants. To adapt to the new market needs, Nasser immediately started offering online sales and delivery options for his plants. He arranged all the necessary logistics, set up an online store, and started accepting orders online. Customers could easily browse through the inventory, place orders and request home delivery or pickup with ease. Nasser added more houseplants options including desk plants and balcony plants as the demand for these plants had increased. He also decided to set relatively low prices to attract more customers and increase the sales volume. He then decided to promote his online store by running a social media advertising campaign. He created accounts on Instagram and Snapchat and posted informative posts, images, and videos about his products and delivery services. Google ads were also an option for Nasser to use for digital promotion. He approached bloggers and influencers to promote his products on their social media accounts. This advertising campaign attracted more customers and increased the sales' volume. Moreover, it attracted some retailers who contacted him asking him to post inventories of his plants to promote his products. Nasser built a fantastic digital presence that would keep his business healthy even after the pandemic.

Thanks to Nasser's fast adaptation, the business has started to recover. He is now selling more plants than he thought possible during the pandemic. His business is stronger than ever, and he has a broader reach with customers now coming from Oman and abroad. Nasser is happy that he could turn such a difficult situation into an opportunity.

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Question five: (continued)

26. Identify the importance of Market Research in Nasser's Situation.

Discuss THREE points.

(3 Marks)

27. Identify and explain the type of market research, and the research method that Nasser used.

(3 Marks)

28. Identify how Nasser adapted the product and price elements of marketing mix according to the changes in the market caused by the Covid-19 pandemic. (2 Marks)

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Question five: (continued)

29. Explain the distribution strategy used by Nasser after the pandemic. (2 Marks)

30. Based on the given scenario, discuss two benefits of using digital promotion for Nasser. (2 Marks)

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للعام الدراسي ١٤٤٤ هـ - ٢٠٢٢ / ٢٠٢٣ م

الدور الثاني - الفصل الدراسي الثاني

- زمن الإجابة: ثلاث ساعات.
- الإجابة في الورقة نفسها.

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- الأسئلة في (١٢) صفحة.

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- يجب على الممتحن الامتنال لإجراءات التفطيش داخل المركز طوال أيام الامتحان.

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Question One: (continued)

5. A stage in the product life cycle when the products become obsolete and must be replaced is called:
- Introduction Growth
- Maturity Decline
6. Which of the following is not considered as a sales promotion method?
- Price offers Loyalty reward programs
- Social media advertising Buy one and get on free offers

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Question Two: Fill in the Blank (Items 7 – 12)**(6 marks)**

Fill in the blanks using the correct phrase from the following box.

There are four extra phrases.

secondary	niche marketing	growth	qualitative research	mass marketing
quantitative research	primary	business to consumer	maturity	advertising

7. A company advertises a new line of smartphones directly to individual customers through its social media accounts. This type of marketing is called _____

8. Medical Outfit is a small business specializing in selling scrubs for nurses. The type of market this business is targeting is called _____

9. Accessing data from the National Centre for Statistics and Information (NCSI, Oman) webpage for market research is an example of _____ data collection method.

10. The market research approach where data is gathered through objective measurements to obtain numerical-based results is called _____

11. A firm may increase the distribution of its products to gain access to the market during the _____ stage of a product's life cycle.

12. Paid-for communication to inform and persuade consumers using media such as TV, newspapers, and cinema is known as _____

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Question Three: Short Response (Items 13 – 20)**(16 marks)**

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Answer all the following questions:

13. Define the term "Market Size". (2 marks)

14. List ONE difference between consumer markets and industrial markets. (2 marks)

15. Analyze TWO purposes of using market research in a business of your choice. (2 marks)

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Question Three: (continued)

16. List the four key elements of marketing mix (4Ps). (2 marks)

17. Electric cars have become increasingly popular nowadays with their sales increasing rapidly. The companies which are manufacturing these cars should focus on increasing awareness and ensure that their products are marketed to the right audience. Identify and briefly explain the stage of the product's life cycle that electric cars are currently in. (2 marks)

18. Identify a business where dynamic pricing can be effectively used and justify the reason for the same. (2 marks)

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Question Three: (continued)

19. Define the term "Price Elasticity of Demand". (2 marks)

20. Analyse TWO factors that affect the choice of distribution channel for a business of your choice. (2 marks)

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Question Four: Extended Response (Items 21 – 25) (20 marks)

Answer all the following questions:

21. State and explain two methods of market segmentation for a startup business. (4 marks)

22. Using a business of your choice, evaluate the potential benefits of using primary research methods in this business. (4 marks)

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Question Four: (continued)

23. Discuss four potential benefits of branding in the marketing strategy of businesses. (4 marks)

24. Discuss any TWO advantages and TWO disadvantages of using direct selling as a distribution channel by a luxury exclusive bags manufacturer. (4 marks)

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Question Four: (continued)

25. Money spent on promotion is an investment, especially for startup businesses. Analyze four potential benefits of promotion for a startup business. (4 marks)

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Question Five: Case Study (Items 26 – 30)**(12 marks)**

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Read the following scenario carefully then answer the questions in the space provided.

Chocolatte

Chocolatte is a chocolate boutique and gift store, offering handmade chocolates and gifts for customers. The founder, Fatema, is a young entrepreneur who started selling homemade chocolates as a home business in Muscat in 2017. Chocolatte offers a wide range of chocolates, such as dark, caramel, cream, milk, truffle, and white chocolate. Moreover, they also offer gift hampers, gift baskets with chocolates, and flowers for special occasions. Most chocolatte customers are females between the ages of 25 to 35. Fatema is enthusiastic and innovative and strives to add value to her customers. After the pandemic crisis, Fatema thought of enhancing her business by adding more products or service lines. Fatema conducted a questionnaire survey with her existing customers and other potential customers to identify their needs. As a result of the survey, she added customized services. Premium family clients were drawn to chocolatte because of its customizable alternatives, like chocolate assortments and unique box designs for weddings, birthday gifts, and other events. More college students, particularly girls, as well as health-conscious clients and senior citizens, were drawn to her customer base by the diet chocolate options, such as zero-sugar chocolates and vegan options.

Prices for boxed chocolates range from 1.5 OMR for sample packs to 85 OMR for their most opulent gift box, reflecting the chocolates' uniqueness and high-quality natural ingredients. Initially, Chocolatte had only sales through traditional storefronts. However, during the pandemic lockdown, sales decreased by 40%, and Fatema had to create a website for her company to increase online sales and promote online retailing to make up for the decline in offline sales. Due to increased online sales, this initiative has enabled her to increase her sales beyond Muscat Governorate. Apart from the company website, Fatema was savvy enough to share photographs and videos on Facebook and Instagram. Many social media personalities have also worked with her on cuisine and travel vlogs. Sales promotional methods, which include offers and discounts during Ramadhan and Eid, have further increased her popularity among customers. In 2021, Chocolatte started to sell its products through intermediaries such as major supermarkets in Muscat. Now, she plans to open a cafe where people can get chocolate-flavored milkshakes and treats.

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Question Five: (continued)

26. Discuss TWO market research methods which Fatema can use for her new Café. You are required to provide the purpose for using the chosen methods in the given scenario. (3 marks)

27. Discuss the primary research method/s used by Fatema to enhance her business. (3 marks)

28. According to your opinion, what marketing mix element was most useful for Chocolate in its growth stage. (2 marks)

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Question Five: (continued)

29. Discuss the distribution strategies used by Chocolate before and after the pandemic. (2 marks)

30. Explain how Fatema redesigned the promotional mix in response to the changing digital market conditions. (2 marks)

[End of Examination]

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