

SECTION 1 — 30 marks
Attempt BOTH questions

Xtreme Business Solutions

Xtreme Business Solutions was established in 2003 to supply voice and data cabling services to the rapidly expanding IT marketplace in Scotland. Today XBS has established itself as one the leading suppliers of Structured Network Cabling and associated IT solutions in the UK.

Xtreme Business Solutions provides a comprehensive range of IT solutions to meet each client's individual requirements. XBS also believes in building long-term working relationships with both its clients and suppliers.

Focussed on high quality working practices, it invests heavily in knowledgeable and qualified technical people. This ensures that projects are handled in a professional manner and that the finished product meets or exceeds current industry standards.

XBS prides itself on its astute market awareness ensuring that it is always at the leading edge.

Source – www.extremesolutionsltd.com

You should note that although the following questions are based on the case study above, you will need to make use of knowledge and understanding you have gained whilst studying the Course.

- | | | | | |
|--------------------|-----|------|--|-----------|
| 1. | (a) | (i) | From the case study, outline ways XBS try to ensure customer satisfaction. | 2 |
| | | (ii) | Justify the importance of customer satisfaction to an organisation. | 3 |
| | (b) | | Outline how the use of modern technology could improve marketing within an organisation. | 3 |
| | (c) | (i) | From the case study, identify the type of production that XBS would use. | 1 |
| | | (ii) | Describe the benefits of this type of production. | 3 |
| | (d) | | Describe internal factors that XBS should take into account when taking on a new contract. | 3 |
| Total marks | | | | 15 |

Latest Marketing Management N5 Question Paper

Craig McLeod



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