MA99 EDUCATION

# Marketing: Summary 02

NSW BUSINESS STUDIES STAGE 6 SYLLABUS 2010 FOR HSC 2027 AND 2028

Every figure is dated and sourced, so you can quote it as written. Read this the week before an assessment.

## 1. The topic on one page

| DOT POINT | KEY POINT | EVIDENCE |
|---|---|---|
| **Strategic role** | Marketing decides who the business is for and what it is not for | JB since 1974: "Australia's lowest prices"; now "Best brands, big range, low prices" |
| **Interdependence** | Operations supplies stock, finance a cost base, HR the people | JB bought stock early (inventory $1,356.4m, 30 June 2026); Woolworths strike cost an estimated $240m in sales |
| **Three approaches** | Production starts with what can be made; selling with what has been made; marketing with the customer | Class action alleges a selling approach on JB warranties (pending) |
| **Types of markets** | Industrial goods are used up or built in; intermediate goods are resold unchanged | JB buys to resell (intermediate); e&s sells to builders (industrial) |
| **Customer choice** | Psychological, sociocultural, economic, government. Real purchases mix them | JB: customers "migrating spend to key promotional events" (August 2026) |
| **Consumer laws** | Misleading advertising, price discrimination, implied conditions, warranties | The Good Guys $13.5m penalty (9 September 2025) |
| **Ethics** | Truth and taste; health; fair competition; sugging. Ethics begins where law stops | Woolworths: "10 pt decline" in grocery trust since 2021 |
| **Marketing process** | Situational analysis, research, objectives, target market, strategies, implement and control | JB Q4 FY26 growth 0.3 per cent against 6.5 in Q2 |
| **Segmentation and positioning** | Who, then what is distinct, then what they should believe | JB young tech-savvy; The Good Guys families; e&s renovators |
| **Product** | The object plus brand, packaging, warranty and service | 445 new Woolworths own brand products (F26); shrinkflation notices recommended |
| **Price** | Methods: cost, market, competition. Strategies: skimming, penetration, loss leaders, price points | JB Australia gross margin 21.94 per cent, markup on cost 28.1 per cent |
| **Promotion** | Advertising, personal selling and relationship marketing, sales promotion, publicity and PR | JB retail media across 207 stores; Perks $10 sign up coupon |
| **Place** | Intensive, selective, exclusive. Transport, warehousing, inventory | 355 JB Group stores; Melbourne Home Delivery Centre planned for FY27 |
| **People, processes, evidence** | In a service, the staff are part of the product | Electronic shelf labels in 100 JB stores to free "customer-facing roles" |
| **E-marketing** | Online lowers the cost of reaching a customer and of leaving you | JB Australia online $1.28bn, 17.2 per cent of sales (FY26) |
| **Global marketing** | Standardisation buys cost, customisation buys fit | JB NZ sales up 26.0 per cent; Woolworths NZ "Member Prices" |

# 2. The facts to quote

## JB Hi-Fi Group, FY26 (1 July 2025 to 30 June 2026)

**Size.** Sales $11.06 billion, up 4.8 per cent, a record. EBIT $734.4 million. NPAT $489.9 million. 355 stores: JB Hi-Fi Australia 209, The Good Guys 107, JB NZ 26, e&s 13. Over 17,000 team members.

**Position.** “Best brands, big range, low prices”. JB Hi-Fi Australia CODB 12.46 per cent of sales, called “a competitive advantage”. Gross margin 21.94 per cent, down 5 basis points.

**Brands.** JB Hi-Fi: “young tech-savvy demographic”. The Good Guys: “home-making families” (bought for $870 million, announced 13 September 2016). e&s: premium kitchen, laundry and bathroom (75 per cent for $47.8 million, completed 2 September 2024).

**Online.** JB Australia $1.28 billion, up 7.0 per cent, 17.2 per cent of sales. The Good Guys $481.3 million, 16.4 per cent. JB NZ NZD86.2 million, 17.3 per cent.

**The warning.** JB Australia sales growth by quarter: 6.0, 6.5, 4.0, 0.3 per cent; Q4 comparable sales down 0.8 per cent. Shares fell 13 per cent after the result (Rask Media, 17 August 2026).

**Law.** The Good Guys: $13.5 million penalty for 116 store credit promotions, July 2019 to August 2023. Extended warranty class action (Supreme Court of Victoria): JB denies the claims; trial began 5 October 2026 and was expected to run about six weeks (Supreme Court of Victoria), **no judgment yet**.

Sources: JB Hi-Fi FY26 results and presentation, 17 August 2026; ACCC, 9 September 2025; SmartCompany, August 2026; Rask Media, 17 August 2026.

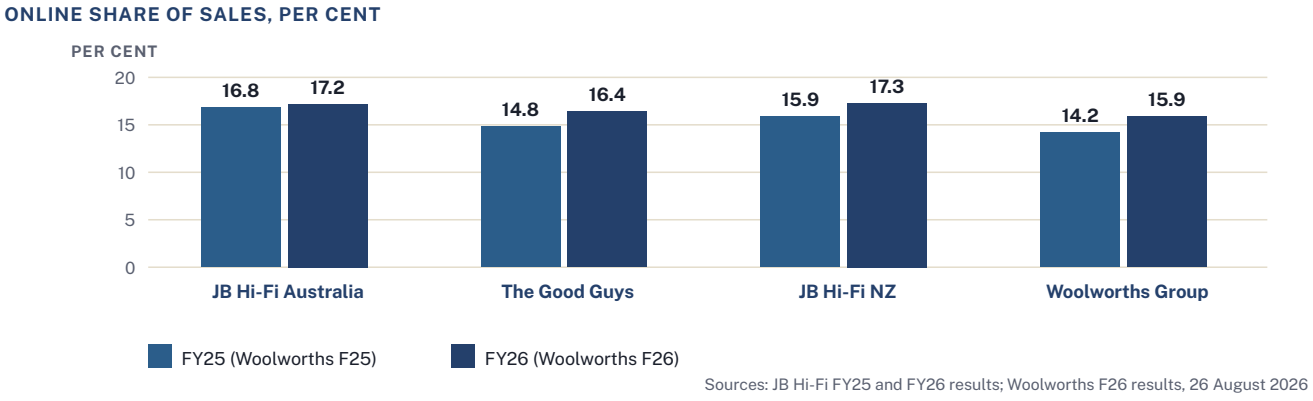



Figure 1 · Online share of sales rose in every JB segment, and at Woolworths (its own "eCommerce penetration" measure). Sources: JB Hi-Fi FY25 and FY26 results; Woolworths F26 results, 26 August 2026.

### Woolworths and Coles: ethics and the law

**Market.** Woolworths 38 per cent, Coles 29 per cent, ALDI 9 per cent, Metcash 7 per cent of supermarket grocery sales (ACCC Supermarkets Inquiry final report, released 21 March 2025).

**The discount cases.** ACCC sued both on 23 September 2024: prices raised at least 15 per cent for brief periods, then "Prices Dropped" (Woolworths, 266 products, September 2021 to May 2023) or "Down Down" (Coles, 245 products, February 2022 to May 2023) to prices no lower than before.

**Coles.** Found to have misled consumers, 14 May 2026: 13 of 14 sample tickets, [2026] FCA 598. Test: a "was" price needs sales at that price for a reasonable period; about 4 weeks failed, 12 weeks would pass. Penalty still to be set.

**Woolworths.** Trial from 21 April 2026 before Justice O'Bryan; judgment reserved, **pending at October 2026**. Example: Oreo Family Pack under $4 for about 22 months, $5 for about three weeks, then "Prices Dropped" to $4.50.

**Loyalty.** Spend $2,000 to earn $10, about 0.5c per $1 (ACCC). Everyday Rewards: 10.8 million active members; 74.0 per cent of Woolworths Supermarkets sales tagged in Q4 F26.

**Code.** Food and Grocery Code mandatory from 1 April 2025 for grocers with revenue over $5 billion: good faith, written agreements, no retribution. Penalty up to the greater of $10 million, three times the benefit or 10 per cent of turnover. Excessive pricing prohibition from 1 July 2026.

**Response.** Woolworths F26: over $100 million invested in lower prices, 800 items on Lower Shelf Price, Value for Money score up three points, EBIT up 12.7 per cent to $3,105 million.

Sources: ACCC, 23 September 2024, 1 April 2025, 21 March 2025 and 14 May 2026; ABC News, 21 April 2026; K&L Gates, 25 May 2026; Woolworths F26 results, 26 August 2026.

## 3. What to do with it

### The five sentences that carry most of the marks

Name the target market precisely before you name a strategy: "JB Hi-Fi targets a young tech-savvy demographic".

Say what a strategy costs, not only what it gives: JB's low prices cost margin, 21.94 per cent in FY26. Name the interaction between two elements rather than listing four: low price works because the CODB is 12.46 per cent.

Use a dated figure in every paragraph. Finish with a judgement: which element moves first, and what is given up.

### The six mistakes that cost the most

Listing the four Ps instead of choosing between them. Using "warranty" to mean the consumer guarantees the law gives.

Writing "Woolworths was found guilty": the Woolworths case is pending; the court ruled against Coles.

Placing JB products on the life cycle without saying what the mix does at each stage (Nintendo Switch 2 introduction, e&s growth, phones maturity, physical software decline). Stopping the marketing process at step five and never monitoring anything. Answering an evaluate question without a sentence of judgement in it.

## 4. The last check before the examination

Tick each line only when you can do it on blank paper, without these notes. Every line left at "not yet" is where your next hour of study goes.

| CAN I DO THIS WITHOUT NOTES? | YES | NOT YET |
|---|---|---|
| **Name JB's three brands and each target market.** | | |
| **Place three JB products on the life cycle.** | | |

| CAN I DO THIS WITHOUT NOTES? | YES | NOT YET |
|---|---|---|
| **Calculate a markup and an online share.** | | |
| **State the Coles "was" price test; the Woolworths status.** | | |
| **Tell a warranty from an implied condition.** | | |
| **Explain one effect of globalisation on JB.** | | |
| **Write the trade off sentence, with a date.** | | |

> If you can only do one thing before the examination, learn to write the trade off sentence with a date in it.

## About this resource

MA99 EDUCATION

### Scope

NSW Business Studies, Year 12. Written to the NSW Business Studies Stage 6 Syllabus 2010, Marketing, for students sitting the HSC in 2027 and 2028. A new Business Studies syllabus is first examined in HSC 2029.

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# Marketing: Practice Questions

02

NSW BUSINESS STUDIES STAGE 6 SYLLABUS 2010

FOR HSC 2027 AND 2028

## 1. Instructions

Fifty marks in total, ten objective, twenty short answer and one twenty mark extended response, built in the proportions the examination uses. Complete it under timed conditions before reading the back of the document.

### How to run this

Give yourself 83 minutes for the whole set, written, on paper. Write the short answers in the spaces provided and the extended response in a separate writing booklet. Mark it yourself against the guidance at the back, then write one sentence naming the single change that would have gained the most marks. Do that sentence. Nothing else. Make one change per attempt.

**STANDARD** Sections A and B sit at the level of the examination.

**EXAM-STYLE** Section C is a full 20 mark extended response.




Figure 1 · How the 50 marks are split across the sections. Your time should follow the same split.

### The businesses in this set

Questions that name a business use real ones: JB Hi-Fi, Woolworths and Coles, with dated, sourced facts. Where a question says “a business you have studied”, answer with your own case study; the marking guidance uses JB Hi-Fi and the supermarkets. Any business that is not real is labelled “hypothetical business” in the question.

## 2. Section A · Objective response

Ten marks. One mark each. About 12 minutes.

### Question 1

**1 MARK**

A business that concentrates on producing goods efficiently, assuming that whatever it makes will sell, is using

**A** A production approach
**B** A selling approach
**C** A marketing approach
**D** A societal marketing approach

### Question 2

**1 MARK**

JB Hi-Fi buys televisions from suppliers in order to resell them, unaltered, to consumers. When it buys from its suppliers, JB Hi-Fi is operating in

**A** The resource market
**B** The industrial market
**C** The intermediate market
**D** The consumer market

## Question 3

1 MARK

On 14 May 2026 the Federal Court found that Coles' "Down Down" tickets misled consumers, because the "was" prices had not been charged for a reasonable period. This conduct is best described as

**A** Price discrimination
**B** Deceptive and misleading advertising
**C** A loss leader
**D** A breach of an implied condition

## Question 4

1 MARK

Contacting a person as though conducting a survey, when the real purpose is to sell to them, is

**A** Personal selling
**B** Relationship marketing
**C** Publicity
**D** Sugging

## Question 5

1 MARK

A business sets the price of an item by adding a fixed percentage to what the item cost it. This is

**A** Market based pricing
**B** Competition based pricing
**C** Cost based pricing
**D** Penetration pricing

## Question 6

1 MARK

A new product is launched at a high price which is lowered as competitors release similar products. This strategy is

**A** Penetration pricing
**B** Price skimming
**C** Loss leading
**D** Price points

## Question 7

1 MARK

A watch manufacturer supplies one authorised retailer in each capital city. This is

**A** Intensive distribution
**B** Selective distribution
**C** Exclusive distribution
**D** Direct distribution

## Question 8

1 MARK

JB Hi-Fi says it will keep physical software (music, movies and games) in store "while the category is still providing solid returns", while reducing its range and space. The category is in which stage of its life cycle?

**A** Introduction
**B** Growth
**C** Maturity
**D** Decline

## Question 9

1 MARK

Positioning is best defined as

**A** Dividing the total market into groups of similar buyers
**B** The place a product occupies in the mind of the target customer relative to rivals
**C** Giving a product features that rivals do not have
**D** Selecting which segment the business will serve

## Question 10

1 MARK

An Australian retailer opens stores in New Zealand using the same brand, store format, range and promotion as at home. This is best described as

**A** Customisation
**B** Standardisation
**C** Global pricing
**D** Competitive positioning

# 3. Section B · Short answer

Twenty marks. About 36 minutes. Write in full sentences and use business terminology deliberately.

## Question 11

**3 MARKS**

Distinguish between the selling approach and the marketing approach to business.

## Question 12

**4 MARKS**

A hypothetical business, a new online homewares store, wants to understand why customers choose its products. Explain how psychological and sociocultural factors influence a customer's choice of product. Use an example for each factor.

## Question 13

**4 MARKS**

Outline the FOUR elements of the promotion mix and explain why a business uses a mix rather than one element alone. Refer to JB Hi-Fi or a business you have studied.

## Question 14

**4 MARKS**

Distinguish between intensive, selective and exclusive distribution. Identify a type of product suited to each.

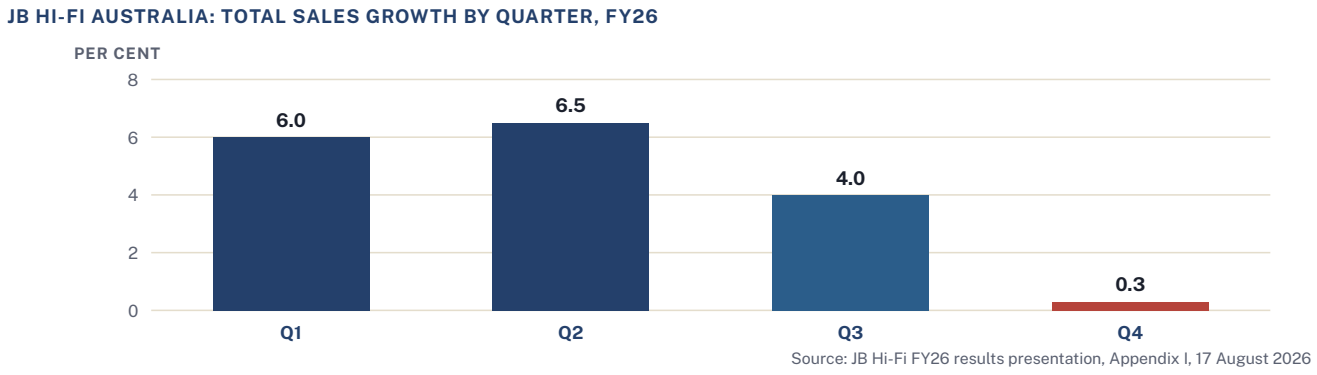



Figure 2 · JB Hi-Fi Australia total sales growth by quarter, FY26 (1 July 2025 to 30 June 2026). Source: JB Hi-Fi FY26 results presentation, Appendix I, 17 August 2026.

### Question 15

**5 MARKS**

Refer to Figure 2. JB Hi-Fi's CEO said customers were "increasingly looking for value and migrating spend to key promotional events" (17 August 2026). Explain how JB Hi-Fi could use the implementation, monitoring and controlling stage of the marketing process in response to these results.

## 4. Section C · Extended response

Twenty marks. About 35 minutes, including planning. Write about 800 words.

### Instructions

- Underline the verb. Write the mark value at the top of the page.
- Write three paragraphs, each with a named strategy, and a judgement sentence at the end of each.
- Name a real business and keep it named. An answer that drifts into general statements about businesses cannot be assessed against the question.

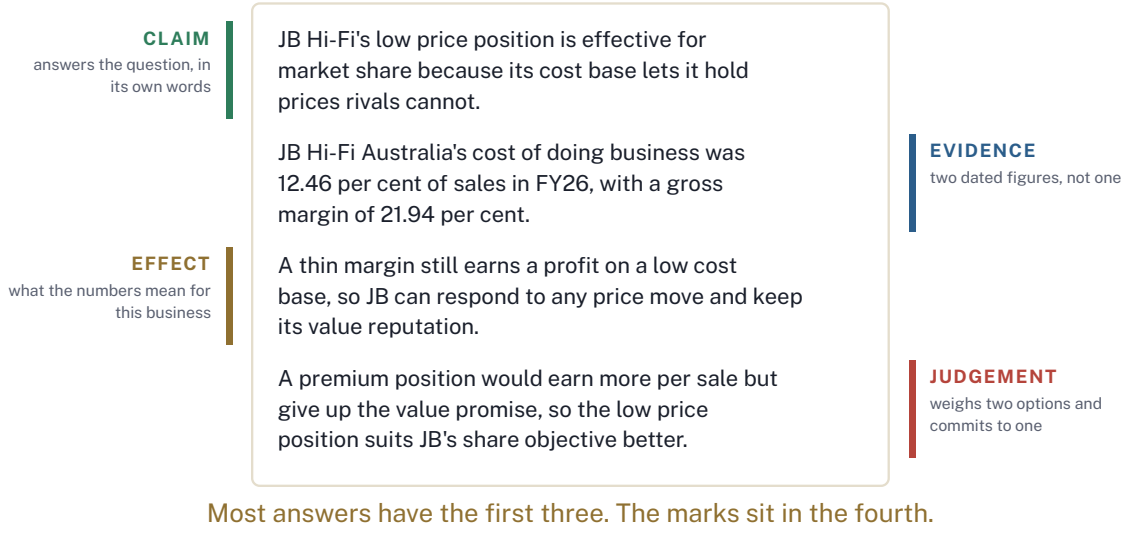



Figure 3 · The four part paragraph, labelled, on JB Hi-Fi. Evidence: JB Hi-Fi FY26 results, 17 August 2026.

## Question 16

**20 MARKS**

Evaluate the effectiveness of pricing and promotion strategies in achieving the marketing objectives of a business. Refer to a business you have studied.

Write your response in a separate writing booklet.

**A second question, for a second attempt.** Do not write both in one sitting. Come back to this one a fortnight later and compare the two attempts.

## Question 17

**20 MARKS**

Analyse how globalisation has affected the marketing management of a business. In your answer, refer to global branding and to the choice between standardisation and customisation.

Write your response in a separate writing booklet.

# 5. Solutions

Mark your responses accurately. The purpose of a mark is to find the change worth making. The model answers use JB Hi-Fi and Woolworths and Coles; equivalent evidence from another real business earns the same marks.

## Section A

| Q | ANSWER | WHY |
|---|---|---|
| 1 | A | The production approach starts with what can be made and assumes demand will absorb it. The selling approach also starts with finished goods, but is defined by the effort put into persuading buyers, which the stem does not mention. |
| 2 | C | The goods are resold unchanged, which is the intermediate market. Industrial buyers use goods up or build them in. |
| 3 | B | A "was" price not genuinely charged makes the saving misleading ([2026] FCA 598). No competitor was disadvantaged on terms, so it is not price discrimination. |
| 4 | D | Selling under the guise of research is sugging by definition. |
| 5 | C | A margin added to unit cost is cost based pricing. Penetration is a strategy, not a method. |
| 6 | B | High launch price falling as rivals arrive is skimming. Penetration is the opposite movement. |
| 7 | C | One authorised outlet per area is exclusive. Selective means a limited number, not one. |
| 8 | D | A shrinking category kept only while it still returns a profit is being harvested in decline. |
| 9 | B | A is segmentation, C is differentiation, D is targeting. Only B is about the customer's mind. |
| 10 | B | The same brand, format, range and promotion in both countries is standardisation. |

## Section B

| Q | MARKS | WHAT A FULL MARK ANSWER CONTAINS |
|---|---|---|
| 11 | 3 | Selling starts with goods already produced or stocked and relies on promotion and a sales force (1). Marketing starts with researched customer needs and builds the offer around them (1). One mark for making the difference explicit, where the business starts. A real example strengthens it: the JB extended warranty class action alleges selling at the counter, which JB denies (trial began 5 October 2026, no judgment reported), while JB's range and pricing follow customer and competitor research. |
| 12 | 4 | Psychological factors as internal to the buyer, with an example: perception of value, such as a bargain look in store or online (2). Sociocultural factors as the influence of others, with an example: life stage (a young family furnishing a first home) or culture (2). Real parallels: JB's "newspaper flyer" style signalling bargains (Econsultancy, 2015); Woolworths' Mexican, Asian and Italian own brand ranges (F26). A list of four factors without explanation scores one. |
| 13 | 4 | The four elements named correctly: advertising, personal selling and relationship marketing, sales promotion, publicity and public relations (2). Each does a different job in the buying decision, so one alone leaves part undone (2). JB: retail media across 207 stores (advertising), knowledgeable staff and live chat (personal selling), Perks (relationship marketing), key sales events (sales promotion), workplace giving and e-waste recycling (public relations). |
| 14 | 4 | Each distinguished by number of outlets and control (2). A suitable product for each, justified: groceries for intensive (Woolworths runs 1,130 Australian Food stores and every rival stocks the same items); branded electronics for selective (major chains only); a premium appliance or luxury watch for exclusive (2). |
| 15 | 5 | Implementation with a financial forecast to judge against (1). Monitoring: growth fell from 6.5 per cent in Q2 to 0.3 per cent in Q4, a fall of 6.2 points, measured by quarter not only for the year (1). Controlling: comparing actual with planned and identifying the cause, spend moving to promotional events (1). Revision named: JB's FY27 plan to "win at key sales events" and let customers "trade up or trade down" (1). One mark for a specific revision linked to the data rather than a general statement. |

# Section C

## What a 20 mark answer has that a 14 mark answer does not

A judgement, stated in the first paragraph and returned to at the end. Not a summary. A position.

Two or three named strategies, each applied to one real business, with dated evidence and a consequence attached. A sentence naming what the business gave up: every marketing strategy costs something.

The interaction between two elements of the mix, rather than four elements handled one at a time. Business terminology used precisely, including at least one term the question did not supply.

| Q | INDICATIVE CONTENT, USING THE MA99 CASE STUDIES |
|---|---|
| 16 | Objectives: “maintain focus on market share”; “Known and trusted for value”. Pricing: cost based on a CODB of 12.46 per cent; gross margin 21.94 per cent (down 5 basis points); competitor monitoring; negotiation; “trade up or trade down” price points. Promotion: key sales events, Perks ($10 sign up coupon), retail media across 207 stores, knowledgeable staff; The Good Guys’ $13.5 million penalty (September 2025) as the risk in sales promotion. Evidence of effect: record sales $11.06 billion (up 4.8 per cent); online 17.2 per cent of JB Australia sales. Limit: Q4 FY26 growth 0.3 per cent, spend “migrating” to events, shares down 13 per cent. Judgement: effective for share and value position, weaker for profitable growth. |
| 17 | Global branding: JB announced in December 2006 that it would buy Hill & Stewart, an 11 store Auckland chain, for NZD17.5 million, with plans to open JB Hi-Fi branded stores in New Zealand (Appliance Retailer, 12 December 2006). Standardisation: the same JB Hi-Fi brand, in stores and online; NZ sales NZD499.5 million (up 26.0 per cent), online share 17.3 per cent (FY26). Customisation: Woolworths New Zealand’s “Member Prices” on over 1,500 items (F26). Global pricing: prices set in NZD; global supplier price rises and chip shortages in FY26. Competitive positioning: Amazon Australia’s $4.7 billion retail revenue (2025). The analysis should show how each force changed a marketing decision. |

The Marketing Exemplar Response in this suite works question 16 in full, on JB Hi-Fi, and annotates why each move earns what it earns. Write yours first, then read it.

> The question that looks easiest in this topic is the one most answers describe instead of judging.

| DATE | QUESTION ATTEMPTED | THE ONE CHANGE I MADE NEXT TIME |
|---|---|---|
| | | |
| | | |
| | | |

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