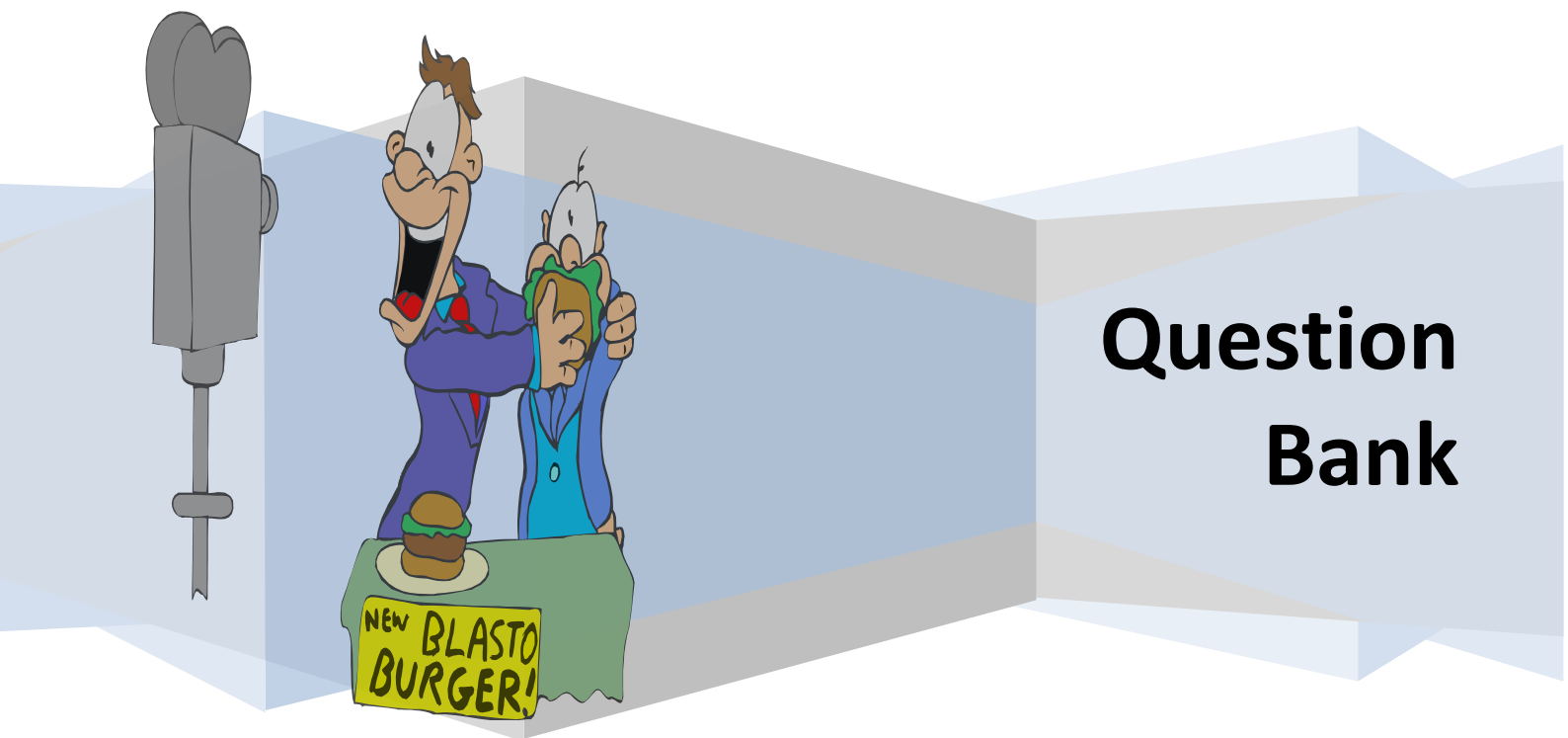


Management of Marketing and Operations

2.1 – Marketing



WHAT IS A MARKET?

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| 1 | Describe what a MARKET is. | 1 |
| 2 | Explain what a DIRECT MARKET is, and identify 2 examples of one. | 3 |
| 3 | Explain what an INDIRECT MARKET is, and identify 2 examples of one. | 3 |
| 4 | Describe the 3 main SIZES OF MARKET. | 3 |
| 5 | Explain why GLOBAL markets have become more accessible to all sizes of business. | 1 |

WHAT IS MARKETING ALL ABOUT?

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| 6 | Describe what the ROLE of MARKETING staff is in a business. | 2 |
| 7 | Describe 3 ACTIVITIES that are commonly carried out by MARKETING staff. | 3 |
| 8 | Explain how EFFECTIVE work by MARKETING staff can benefit a business. | 4 |
| 9 | Explain why a business can FAIL due to POOR work by MARKETING staff. | 3 |
| 10 | Explain why businesses which are already successful (or are not for profit) will still be interested in continuing to market products. | 2 |

WHAT IS MARKET RESEARCH?

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| 11 | Describe what MARKET RESEARCH is. | 3 |
| 12 | Describe the main stages involved in carrying out market research. | 4 |
| 13 | Explain the difference between QUALITATIVE and QUANTITATIVE information. | 2 |
| 14 | Explain what DESK RESEARCH is, and describe 2 examples of it. | 4 |
| 15 | Describe 2 ADVANTAGES and 2 DISADVANTAGES of using methods of DESK RESEARCH. | 4 |
| 16 | Explain the difference between INTERNAL and EXTERNAL sources of information. | 2 |
| 17 | Explain what FIELD RESEARCH is, and describe 2 examples of it. | 3 |
| 18 | Describe 2 ADVANTAGES and 2 DISADVANTAGES of using methods of FIELD RESEARCH. | 4 |
| 19 | Explain the impact ICT has had on market research. | 5 |
| 20 | Explain the difference between PRIMARY and SECONDARY information. | 2 |
| 21 | Explain how at least 3 factors influence the method of market research used. | 3 |
| 22 | For each of the situations below, suggest an appropriate research method. <ul style="list-style-type: none">• Information about our current sales for a meeting next week.• Detailed information about what customers think about our new product.• Information about a competitor's sales as cheaply as possible. | 3 |
| 23 | Describe at least 3 different factors which can result in market research being less than useful. | 3 |

WHAT IS MARKET SEGMENTATION?

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| 24 | Describe what the terms MARKET SEGMENTATION and MARKET SEGMENT mean. | 2 |
| 25 | Suggest at least 3 factors which can be used to identify different market segments. | 3 |
| 26 | Describe what TARGET MARKETING is. | 1 |
| 27 | Discuss the ADVANTAGES and DISADVANTAGES of TARGET MARKETING. | 5 |

WHAT IS THE MARKETING MIX?

- 28 Describe what the MARKETING MIX is, and identify the other name that it is often called. 2
- 29 Explain why the overall MARKETING MIX for a product is very important to a business. 2
- 30 Explain why the MARKETING MIX will have to be DYNAMIC. 2

PRODUCT DECISIONS

- 31 Describe what the PRODUCT element of the marketing mix is concerned with. 1
- 32 Explain why decisions made about the PRODUCT element of the marketing mix are important. 2
- 33 Describe what RESEARCH AND DEVELOPMENT (R&D) is. 1
- 34 Explain why R&D is necessary. 1
- 35 Suggest common problems that may be experienced when carrying out R&D. 2
- 36 Describe what a PROTOTYPE is. 1
- 37 Outline the main steps involved in R&D. 5
- 38 Explain what COPYRIGHTS and PATENTS are. 2
- 39 Explain why the development of USPs is so important to R&D. 1
- 40 Explain what BRANDING is. 1
- 41 Suggest 3 different things which can be used to develop a BRAND. 3
- 42 Explain why BRANDING is seen to be so important to a producers and consumers. 4
- 43 Suggest possible issues which can arise from pursuing BRANDING. 2
- 44 Describe what the PRODUCT LIFECYCLE is. 1
- 45 Explain why understanding the PRODUCT LIFECYCLE is useful for a business. 1
- 46 Draw a graph to show the different stages of the PRODUCT LIFECYCLE, and describe what happens to sales and profits during each of the different stages shown on your graph. 8
- 47 For each stage of the lifecycle, identify 2 products that are at that stage of their lifecycle. 8
- 48 Explain why different products have different lifecycles. 1
- 49 Explain why products usually eventually go into the decline phase of their lifecycle. 1
- 50 Explain why some products never seem to complete their lifecycle and go into decline. 1

PRICE DECISIONS

- 51 Describe what the PRICE element of the marketing mix is concerned with. 1
- 52 Explain why decisions made about the PRICE element of the marketing mix are important. 2
- 53 Explain what the PRICE RANGE available to a business is. 3
- 54 Explain why the OBJECTIVES of an organisation will affect its' pricing policy. 1
- 55 Explain why the MARKET for a product being marketed will affect price. 3
- 56 Explain why the TYPE of product being marketed will affect price. 3
- 57 For each of the situations below, suggest a suitable price (towards the CEILING, towards the FLOOR or towards the middle of the PRICE RANGE). 6
- a Computer game console which is better than all others.
 - b New brand of crisps.
 - c Supermarket chain starting to sell life insurance.
 - d Brand of shampoo which is in decline.
 - e Summer holidays in May.
 - f Specially designed diamond ring.

PLACEMENT DECISIONS

58	Describe what the PLACEMENT element of the marketing mix is concerned with.	1
59	Explain why decisions made about the PLACEMENT element of the marketing mix are important.	2
60	Describe what BUSINESS LOCATION is concerned with.	1
61	Imagine you are a manager in each of the following businesses. Describe WHICH SIZE OF PREMISES you might choose to use, and give a reason for each of your answers.	
	a Small paper shop (Sole Trader)	
	b Small dentists (Partnership)	
	c Large supermarket (PLC)	3
62	Explain how MARKET DEMAND can affect business location.	1
63	Explain how COMPETITORS can affect business location.	1
64	Describe what PERISHABLE raw materials are and explain how they can affect business location.	2
65	Describe what BULK raw materials are and explain how they can affect business location.	2
66	Describe what the term BULK REDUCING BUSINESS means.	1
67	Explain how the AVAILABILITY OF LAND can affect business location.	2
68	Explain how the AVAILABILITY OF LABOUR can affect business location.	2
69	Explain how RESOURCE COSTS can affect business location.	2
70	Describe what PERISHABLE finished goods are and explain how they can affect business location.	2
71	Describe what BULK finished goods are and explain how they can affect business location.	2
72	Describe what the term BULK INCREASING BUSINESS means.	1
73	Describe what COMPONENT business is and explain how this can affect business location.	2
74	Describe what INFRASTRUCTURE is and explain how it can affect business location.	2
75	Describe what LEGISLATION is and explain how it can affect business location.	2
76	Explain what the purpose of REGIONAL POLICY is.	1
77	Describe at least 4 different Regional Policy incentives may be offered to businesses so that they to set up in deprived areas.	4

78	Explain how the use of ICT can affect business location.	1
79	Describe at least 3 COSTS involved in running premises.	3
80	Describe at least 3 BENEFITS that a specific location could have.	3
81	Explain why businesses should try to make sure benefits outweigh costs when choosing location.	1
82	Explain what a METHOD OF DISTRIBUTION is.	1
83	Explain the difference between INTERNAL or EXTERNAL methods of distribution.	1
84	Compare the advantages and disadvantages of INTERNAL and EXTERNAL methods of distribution.	3
85	Explain how at least 2 factors influence the METHOD OF DISTRIBUTION used.	2

PROMOTION DECISIONS

- 86 Describe what the PROMOTION element of the marketing mix is concerned with. 1
- 87 Explain why decisions made about the PROMOTION element of the marketing mix are important. 2
- 88 Explain the difference between INFORMATIVE and PERSUASIVE advertising. 2
- 89 Describe what the following METHODS of advertising are, and identify 2 examples of each. 8
- a BROADCAST ADVERTS
 - b PRINTED ADVERTS
 - c OUTDOOR ADVERTS
 - d ELECTRONIC ADVERTS
- 90 Compare the ADVANTAGES and DISADVANTAGES of broadcast and printed adverts. 3
- 91 Compare the ADVANTAGES and DISADVANTAGES of outdoor and electronic adverts. 3
- 92 Describe what the following things that should be in good adverts are. 4
- a SLOGANS
 - b JINGLES
 - c SONGS
 - d BRANDING
- 93 Describe 2 factors which influence which method of advertising that a business uses. 2
- 94 Describe who the ADVERTISING STANDARDS AGENCY is and explain how they can help create ETHICAL advertising. 2
- 95 Describe who OFCOM is and explain how they can help create ETHICAL advertising. 2
- 96 Explain the difference between advertising and sales promotion activities. 1
- 97 Describe at least 3 methods of promotion that can be used. 3

FACTORS AFFECTING MARKETING

- 98 Identify an INTERNAL FACTOR that can assist in the success of marketing activities. 1
- 99 Explain how the INTERNAL FACTOR identified in Q108 helps marketing activities. 1
- 100 Identify an INTERNAL FACTOR that can cause problems for marketing activities. 1
- 101 Explain how the INTERNAL FACTOR identified in Q109 hinders marketing activities. 1
- 102 Explain how an example of how each of the following EXTERNAL FACTORS affects marketing activities (positively or negatively).
- a POLITICAL FACTORS
 - b ECONOMIC FACTORS
 - c SOCIAL FACTORS
 - d ENVIRONMENTAL FACTORS
 - e COMPETITIVE FACTORS 5
- 103 Explain how TECHNOLOGICAL FACTORS have affected the management of marketing in modern businesses. 3

MARKETING – SUMMARY TASK

Choose a product that you know about or can find out about. Prepare an marketing profile for it that highlights the following information.

- TARGET MARKET
- METHOD OF SEGMENTATION
- PRODUCT USPs
- PRODUCT BRAND FEATURES
- STAGE IN PRODUCT LIFECYCLE
- PRICE SET (with reasons)
- PLACEMENT (with reasons)
- METHOD OF DISTRIBUTION (with reasons)
- ADVERTISING TYPE USED
- ADVERTISING METHODS USED
- PROMOTIONS OFFERED

