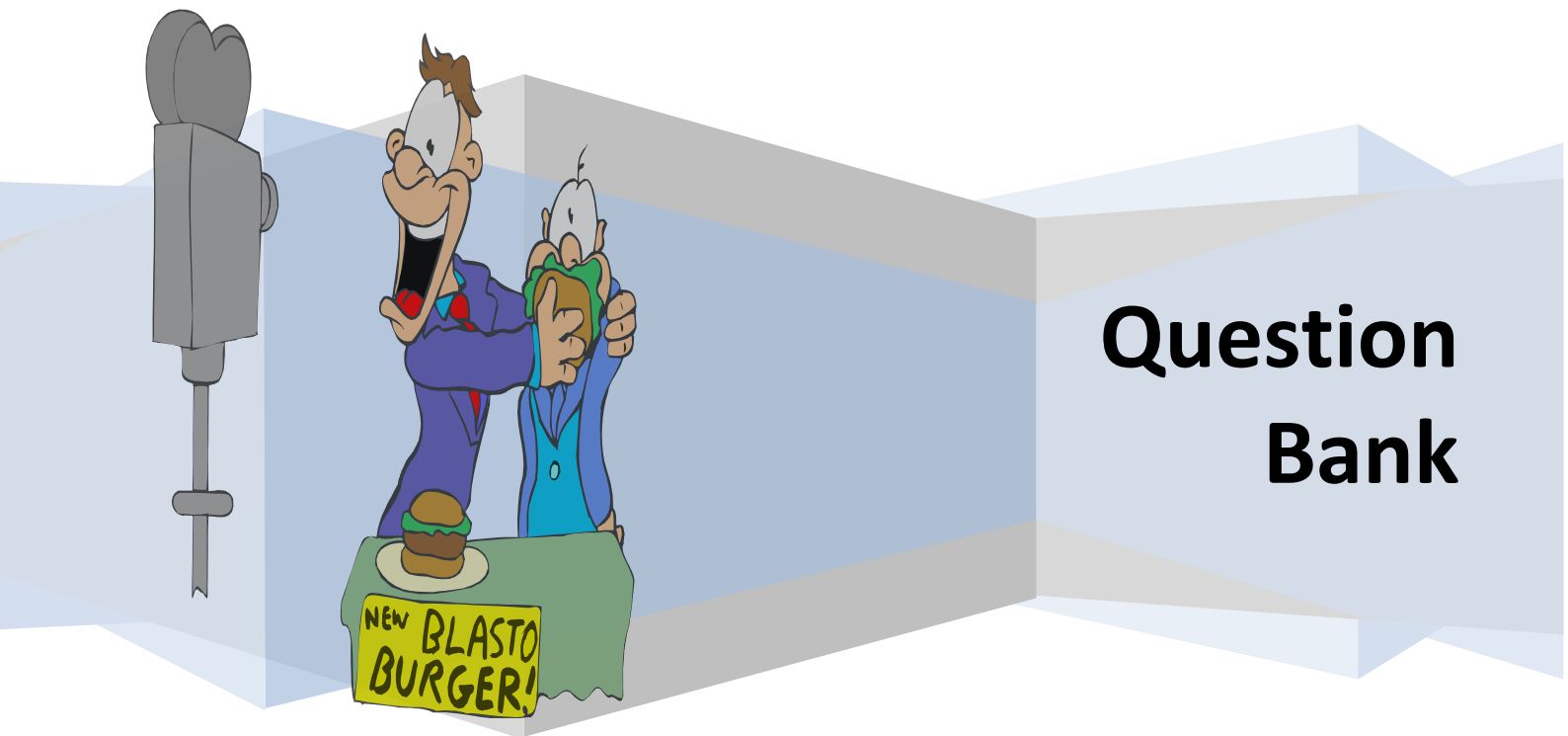


Management of Marketing and Operations

2.1 – Marketing



WHAT IS A MARKET?

- | | | |
|---|--|---|
| 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?

- | | | |
|----|--|---|
| 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 |

PRODUCT AND MARKET LED BUSINESSES

- | | | |
|----|---|---|
| 11 | Describe what CONSUMER BEHAVIOUR is. | 1 |
| 12 | Describe what a PRODUCT LED BUSINESS is and suggest an example of one. | 2 |
| 13 | Describe what a MARKET LED BUSINESS is and suggest an example of one. | 2 |
| 14 | Compare the importance of marketing in PRODUCT ORIENTATED and CONSUMER ORIENTATED businesses. | 1 |
| 15 | Outline how CONSUMER BEHAVIOUR has changed in recent years. | 3 |
| 16 | Explain why being a MARKET LED BUSINESS is seen to be beneficial in light of changing consumer behaviour. | 2 |

WHAT IS MARKET RESEARCH?

- 17 Describe what MARKET RESEARCH is and why it is beneficial for businesses. 6
- 18 Describe the main stages involved in carrying out market research. 4
- 19 Explain the difference between QUALITATIVE and QUANTITATIVE information. 2
- 20 Explain what DESK RESEARCH is, and describe 2 examples of it. 4
- 21 Describe 2 ADVANTAGES and 2 DISADVANTAGES of using methods of DESK RESEARCH. 4
- 22 Explain the difference between INTERNAL and EXTERNAL sources of information. 2
- 23 Explain what FIELD RESEARCH is, and describe 4 examples of it. 5
- 24 Describe 2 ADVANTAGES and 2 DISADVANTAGES of using methods of FIELD RESEARCH. 4
- 25 Describe the difference between PRIMARY and SECONDARY information. 2
- 26 Describe what SAMPLING is and explain why it is used. 2
- 27 Describe the difference between RANDOM and QUOTA sampling. 2
- 28 Explain the impact ICT has had on market research. 5
- 29 Explain how at least 3 factors influence the method of market research used. 3
- 30 For each of the situations below, suggest an appropriate research method. 3
- a Information about our current sales for a meeting next week.
 - b Detailed information about what customers think about our new product.
 - c Information about a competitor's sales as cheaply as possible.
- 31 Describe at least 3 different factors which can result in market research being less than useful. 3

WHAT IS MARKET SEGMENTATION?

- 32 Describe what the terms MARKET SEGMENTATION and MARKET SEGMENT mean. 2
- 33 Suggest at least 3 factors which can be used to identify different market segments. 3
- 34 Describe what TARGET MARKETING is. 1
- 35 Discuss the ADVANTAGES and DISADVANTAGES of TARGET MARKETING. 5
- 36 Describe 1 example of target marketing. 1

WHAT IS THE MARKETING MIX?

- 37 Describe what the traditional MARKETING MIX is, and identify the other name for it. 2
- 38 Explain why the overall MARKETING MIX for a product is very important to a business. 2
- 39 Explain why the MARKETING MIX will have to be DYNAMIC. 2

PRODUCT DECISIONS

- 40 Describe what the PRODUCT element of the marketing mix is concerned with. 1
- 41 Explain why decisions made about the PRODUCT element of the marketing mix are important. 2
- 42 Describe what RESEARCH AND DEVELOPMENT (R&D) is. 1
- 43 Explain why R&D is necessary. 1
- 44 Suggest common problems that may be experienced when carrying out R&D. 2
- 45 Describe what a PROTOTYPE is. 1
- 46 Outline the main steps involved in R&D. 5
- 47 Explain what COPYRIGHTS and PATENTS are. 2
- 48 Explain why the development of USPs is so important to R&D. 1
- 49 Explain what BRANDING is. 1
- 50 Suggest 3 different things which can be used to develop a BRAND. 3
- 51 Explain why BRANDING is seen to be so important to a producers and consumers. 4
- 52 Suggest possible issues which can arise from pursuing BRANDING. 2
- 53 Describe what the PRODUCT LIFECYCLE is. 1
- 54 Explain why understanding the PRODUCT LIFECYCLE is useful for a business. 1
- 55 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. 12
- 56 For each stage of the lifecycle, identify 2 products that are at that stage of their lifecycle. 12
- 57 Explain why different products have different lifecycles. 1
- 58 Explain why products usually eventually go into the decline phase of their lifecycle. 1
- 59 Explain why some products never seem to complete their lifecycle and go into decline. 1

60	Explain what EXTENDING THE PRODUCT LIFECYCLE means and why it is important.	2
61	Explain what an EXTENSION STRATEGY is, and give 3 examples of one.	4
62	Illustrate the impact of an extension strategy on a product's lifecycle.	2
63	Describe what a PRODUCT PORTFOLIO is.	1
64	Describe what a PRODUCT LINE MIX is.	3
65	Describe what a DIVERSIFIED MIX is.	3
66	Discuss the advantages and disadvantages of having a PRODUCT PORTFOLIO.	6
67	Describe what PRODUCT MIX MANAGEMENT is concerned with.	1
68	Explain why effective product mix management is important to business success.	3
69	Describe what the "Boston Matrix" is.	1
70	Identify 2 examples of products which could be classified as each of the different parts of the "Boston Matrix".	8

PRICE DECISIONS

71	Describe what the PRICE element of the marketing mix is concerned with.	1
72	Explain why decisions made about the PRICE element of the marketing mix are important.	2
73	Explain what the PRICE RANGE available to a business is.	3
74	Describe what each of the following pricing strategies are.	
	a PREMIUM	
	b SKIMMING	
	c DEMAND ORIENTATED	
	d COMPETITIVE	
	e PROMOTIONAL	
	f PENETRATION	
	g DESTROYER	
	h LOSS LEADER	8
75	Describe what type of pricing strategy is being used.	
	a Charging £20 for an item that cost £10, and charging £15 for an item that cost £5.	
	b Charging £5 to get into a club before midnight and charging £15 after midnight.	
	c Charging £440 for an X-Box One at launch and gradually reducing it.	
	d A supermarket selling petrol at 5p per litre cheaper than a small local petrol station.	
	e A local shop having a sale.	5

76	Explain why the OBJECTIVES of an organisation will affect its' pricing strategy.	1
77	Explain why the MARKET for a product being marketed will affect price.	3
78	Explain why the TYPE of product being marketed will affect price.	3
79	For each of the situations below, suggest a suitable pricing strategy.	
	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.	6

PLACEMENT DECISIONS

80	Describe what the PLACEMENT element of the marketing mix is concerned with.	1
81	Explain why decisions made about the PLACEMENT element of the marketing mix are important.	2
82	Explain what a CHANNEL OF DISTRIBUTION is.	1
83	Explain what a WHOLESALER is and discuss the advantages and disadvantages to their use.	4
84	Explain what a RETAILER is and discuss the advantages and disadvantages to their use.	4
85	Explain what DIRECT SALES are, and describe 4 examples of how this can be carried out.	5
86	Explain what E-COMMERCE is and discuss the advantages and disadvantages of its' use.	4
87	Explain why direct sales are becoming more popular and the impact that this trend is having on traditional Channels of Distribution.	4
88	Describe what BUSINESS LOCATION is concerned with.	1
89	Explain how MARKET DEMAND can affect business location.	1
90	Explain how COMPETITORS can affect business location.	1
91	Describe what PERISHABLE raw materials are and explain how they can affect business location.	2
92	Explain how the AVAILABILITY OF LAND can affect business location.	2
93	Explain how the AVAILABILITY OF LABOUR can affect business location.	2
94	Explain how RESOURCE COSTS can affect business location.	2

95	Describe what INFRASTRUCTURE is and explain how it can affect business location.	2
96	Describe what LEGISLATION is and explain how it can affect business location.	2
97	Explain what the purpose of REGIONAL POLICY is.	1
98	Describe at least 4 different Regional Policy incentives may be offered to businesses so that they to set up in deprived areas.	4
99	Describe at least 3 COSTS involved in running premises.	3
100	Describe at least 3 BENEFITS that a specific location could have.	3
101	Explain why businesses should try to make sure benefits outweigh costs when choosing location.	1
102	Describe what will influence which Channel(s) of Distribution a business chooses to use.	5
103	Explain what a METHOD OF DISTRIBUTION is.	1
104	Describe the following METHODS OF DISTRIBUTION and discuss their use.	
	a ROAD	
	b RAIL	
	c WATER	
	d AIR	
	e PIPELINE	5
105	Suggest reasons why use of the internet as a pipeline method of delivery is becoming popular for businesses.	3
106	Explain the difference between INTERNAL or EXTERNAL methods of distribution.	1
107	Compare the advantages and disadvantages of INTERNAL and EXTERNAL methods of distribution.	3
108	Explain how at least 2 factors influence the METHOD OF DISTRIBUTION used.	2

PROMOTION DECISIONS

- 109 Describe what the PROMOTION element of the marketing mix is concerned with. 1
- 110 Explain why decisions made about the PROMOTION element of the marketing mix are important. 2
- 111 Explain the difference between INFORMATIVE and PERSUASIVE advertising. 2
- 112 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
- 113 Compare the ADVANTAGES and DISADVANTAGES of broadcast and printed adverts. 3
- 114 Compare the ADVANTAGES and DISADVANTAGES of outdoor and electronic adverts. 3
- 115 Describe what the following things that should be in good adverts are. 4
- a SLOGANS
 - b JINGLES
 - c SONGS
 - d BRANDING
- 116 Describe 2 factors which influence which method of advertising that a business uses. 2
- 117 Describe who the ADVERTISING STANDARDS AGENCY is and explain how they can help create ETHICAL advertising. 2
- 118 Describe who OFCOM is and explain how they can help create ETHICAL advertising. 2
- 119 Explain the difference between advertising and sales promotion activities. 1
- 120 Explain what an INTO THE PIPELINE promotion is, and give 2 examples of one. 2
- 121 Explain what an OUT OF THE PIPELINE promotion is, and give 2 examples of one. 2
- 122 Explain what personal selling is and when it is appropriate. 5
- 123 Explain what PUBLIC RELATIONS activities are and why they are important. 2
- 124 Describe at least 2 examples of public relations activities. 2

THE EXTENDED MARKETING MIX

- 125 Identify the 3 other “P’s” that are added to the traditional marketing mix to create the extended marketing mix. 3
- 126 Explain why the extended marketing mix is important. 3

PHYSICAL EVIDENCE

- 127 Describe what the PHYSICAL EVIDENCE element of the extended marketing mix is. 1
- 128 Describe what PREMISES are and outline ways they help market a business positively. 4
- 129 Describe what MERCHANDISING is and outline ways this help market a business positively. 4
- 130 Describe what AMBIENCE is and outline ways this help market a business positively. 4
- 131 Explain why having a WEBSITE is beneficial to a business. 4

PEOPLE

- 132 Describe what the PEOPLE element of the extended marketing mix is. 1
- 133 Describe ways staff can provide high levels of CUSTOMER SERVICE. 4
- 134 Explain the why providing a high level of customer service is important to a business. 4

PROCESSES

- 135 Describe what the PEOPLE element of the extended marketing mix is. 1
- 136 Distinguish between DIRECT and INDIRECT PROCESSES. 2
- 137 Give an example of 2 processes used by a business of your choice. 2

FACTORS AFFECTING MARKETING

- 138 Identify an INTERNAL FACTOR that can assist in the success of marketing activities. 1
- 139 Explain how the INTERNAL FACTOR identified in Q108 helps marketing activities. 1
- 140 Identify an INTERNAL FACTOR that can cause problems for marketing activities. 1
- 141 Explain how the INTERNAL FACTOR identified in Q109 hinders marketing activities. 1
- 142 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
- 143 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 a 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
- POSSIBLE INTO THE PROMOTIONS OFFERED
- INTO THE PROMOTIONS OFFERED
- PHYSICAL EVIDENCE OF PREMISES, etc
- PEOPLE BASED ACTIVITIES
- PROCESSES IN PLACE

