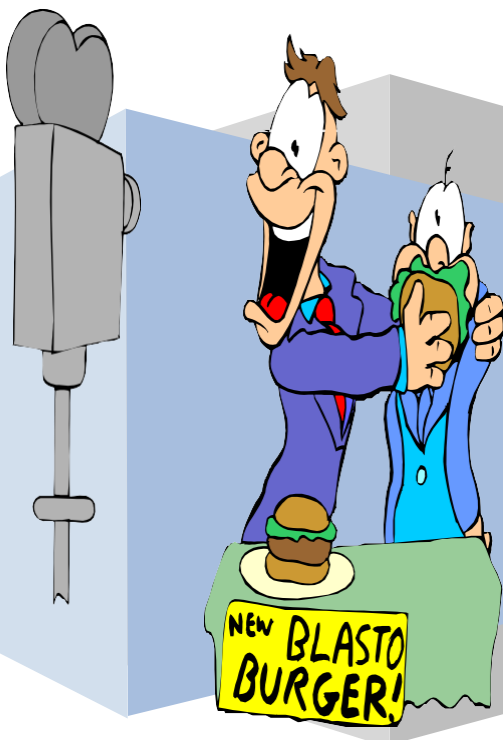


# Management of Marketing and Operations

## *2.1 – Marketing*



**Question  
Bank**

## **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.
- 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. 3
- 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 changing £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

