3.3 The marketing mix

Name: ____________ Class: ________ Date: __________ **Total: 28 marks**

Objective

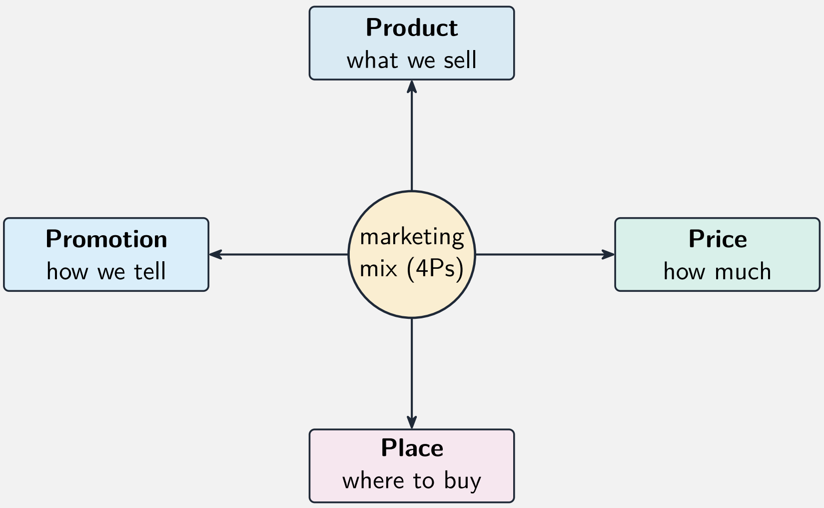
Build the skills to answer exam questions on the **marketing mix** 营销组合—the **4Ps** (**product, price, place, promotion** 产品、价格、渠道、促销), the **product life cycle** 产品生命周期, pricing strategies, and **promotion** 促销.

You must be able to:

- name the 4Ps and explain how they work together
- describe the product life cycle and extension strategies
- analyse pricing and promotion choices and evaluate the mix for a product

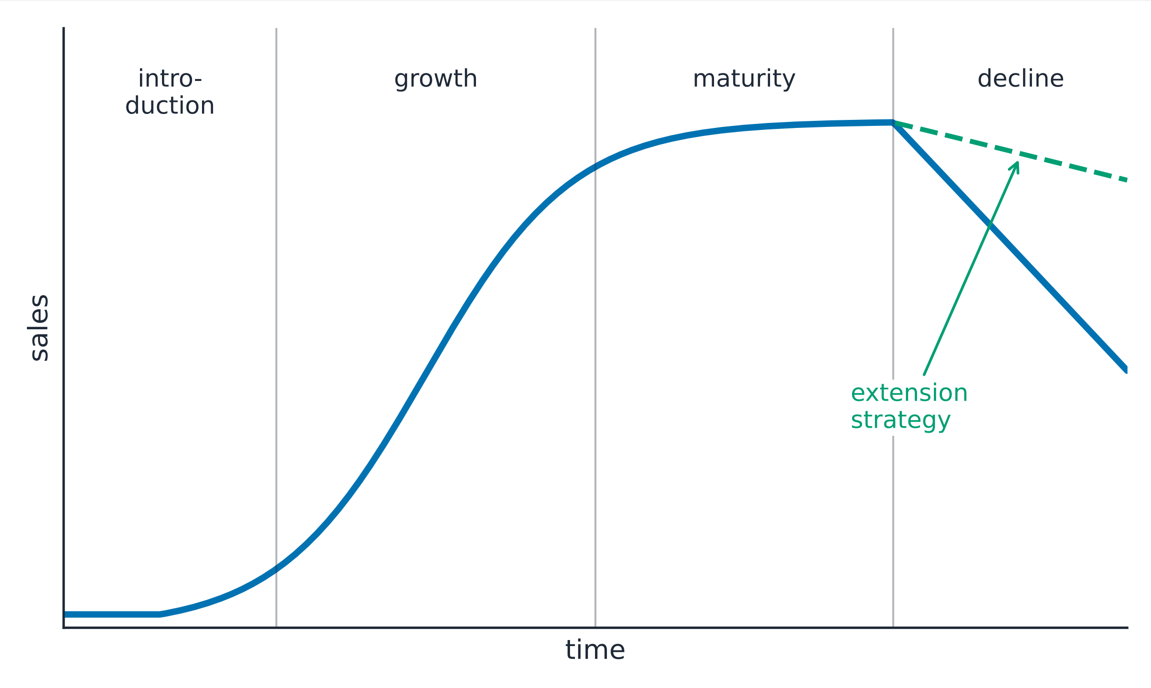
1 Worked examples

■ The 4Ps and the product life cycle



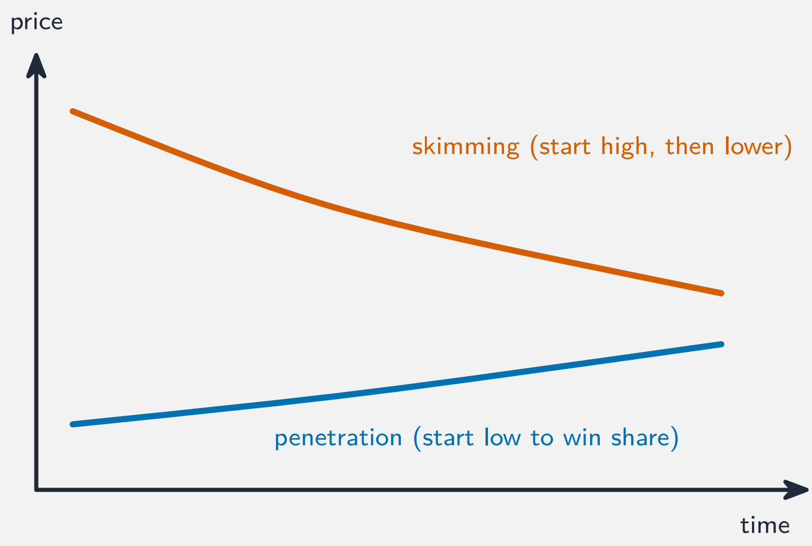
Product, Price, Place and Promotion must work together (integration)

- **Life cycle:** introduction → growth → maturity → decline; **extension strategies** (new packaging, new uses, new markets) hold up sales in maturity.



The product life cycle and an extension strategy

- **Pricing:** *penetration* (low price to win share), *skimming* (high price for a new product, then lower), *cost-plus* (margin added to cost).



Two launch pricing strategies over time: penetration vs skimming

- **Promotion:** *above-the-line* (mass-media advertising) and *below-the-line* (targeted: discounts, samples, direct mail).

Answer shapes: an **Evaluate** [12] on "the most important P" must weigh the Ps

> **against each other** and decide *for this product and market.*

2 Practice

2.1 State what the **4Ps** of the marketing mix stand for. [2]

2.2 Define the term *penetration pricing.* [2]

2.3 State the four stages of the product life cycle, in order. [2]

3 Exam-style questions

3.1 Explain one reason a business might use **price skimming** for a new product. [3]

3.2 Analyse two **extension strategies** a business could use to keep sales of a product high. [8]

3.3 A firm is launching a new smartphone. Evaluate which element of the marketing mix (the 4Ps) is most important to its success. [12]

4 Go further

You are now ready for the real exam questions on this subtopic. Open the **3.3 The marketing mix** past-paper sheet in the Library, or try these in **Practice mode**:

- 9609/11 N25 —Q6 (marketing mix)
- 9609/12 N25 —Q6 (4Ps, applied)
- 9609/13 N25 —Q1 (marketing mix)

Solutions

Business answers are marked by **level of response** against the assessment objectives: award **AO1** knowledge, **AO2** application, **AO3** analysis and **AO4** evaluation.

2.1 Product, Price, Place, Promotion (2 for all four; 1 for two or three).

2.2 setting a low price to enter a market and win market share quickly (2 for a clear definition; 1 for a partial idea).

2.3 introduction, growth, maturity, decline (2 for all four in order; 1 for a partial list).

3.1 *[3]* **AO1** 1 —state a reason (the product is new/unique; to recover development costs; to signal high quality). **AO2** up to 2 —develop it, e.g. early buyers will pay a high price for a new phone → high revenue per unit while there is little competition → development costs recovered quickly (2 developed / 1 limited).

3.2 *[8]* For **each** of two strategies: **AO1** 1 + **AO2** 1 + **AO3** up to 2. Example chains — *new uses/markets*: selling the product to a new group → reaches buyers it did not have → sales rise again. *Restyling/new packaging*: a fresh look attracts attention → existing customers re-buy and new ones try it → maturity is extended. Maximum 4 per strategy, 8 total.

3.3 *[12]* **AO1** 2 / **AO2** 2 / **AO3** 2 / **AO4** up to 6. Argue for more than one P: *product* (a phone must work well and stand out), *price* (skimming vs penetration affects sales and image), *promotion* (a crowded market needs strong advertising), *place* (must be easy to buy). Judgement: for a new smartphone the Ps must be **integrated**, but product quality and promotion often matter most at launch —the answer depends on the competition and the target customer.