4.1 Marketing

Name: _____ Class: _____ Date: _____ **Total: 25 marks**

KEY WORDS market share • marketing mix

Marketing

Objective

Distinguish the orientations, plan S–T–P and the seven Ps, judge market research and (HL) sales forecasts, and evaluate international entry (syllabus 4.1–4.6).

1 Key knowledge and worked examples

Unit 4 toolkit. Market orientation researches customers first; product orientation leads with what it makes. Marketing objectives descend from corporate ones via the marketing audit; market share $= 2\,000/8\,000 \times 100 = 25\%$. Plan: S–T–P plus the 7Ps (product, price, place, promotion; people, process, physical evidence) under Porter's cost leadership, differentiation or focus. Research: primary (surveys, focus groups) vs secondary; quantitative vs qualitative. HL forecast: four-period moving average $(1\,900 + 2\,050 + 2\,100 + 1\,950)/4 = 2\,000$. Boston: stars, cash cows, question marks, dogs. HL international: standardise or adapt; enter by export, licence/franchise, joint venture, acquisition.

2 Practice

2.1 Distinguish a market-oriented business from a product-oriented one, with one drawback of each. [4]

2.2 The firm completes 2 000 repairs a month in a local market of 8 000. Calculate its market share. [2]

2.3 Distinguish primary from secondary research, with one example of each. [2]

2.4 Name the seven Ps. [2]

2.5 Monthly repairs for the last four months were 1 900, 2 050, 2 100 and 1 950. Calculate the four-period moving average and state one reason a manager should not simply extrapolate the trend. [3]

3 Exam-style questions

3.1 *(Original, Paper 1 style.)* The firm will launch an e-bike subscription service. Explain penetration pricing AND price skimming, and recommend which the firm should use. [4]

3.2 *(Original, HL international.)* The firm will enter a neighbouring country whose riders value long warranties and pay monthly. Recommend standardisation or adaptation of the marketing mix for this market, and one suitable entry method. [4]

3.3 *(Original, Paper 1 style.)* Repair services are in maturity in the home market. Using the product life cycle and one extension strategy, evaluate how the firm can sustain revenue. [4]