

## 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, and judge market research methods and their limitations (syllabus 4.1–4.2, 4.4–4.5).

#### 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; limitations of cost-benefit, reliability, validity, representativeness. Boston: stars, cash cows, question marks, dogs.

#### 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, giving one example of each. [2]

---

---

**2.4** Name the seven Ps. [2]

---

---

**2.5** State any two limitations of market research and explain how one of them could mislead the firm. [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, Paper 1 style.*) The firm wants to research whether riders would subscribe. Compare a survey of 400 riders with two focus groups, and recommend which the firm should rely on. [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]

---

---

---

---