

4.1 Marketing evidence and the seven Ps: supported rehearsal

Name: _____ Class: _____ Date: _____

Total: 6 marks

Objective

Supported preparation: Use segmentation, targeting, positioning, research and the seven Ps; Evaluate ethical and international marketing choices. This is original rehearsal, not completion of the assessed task.

1 Key knowledge and worked examples

Segment by relevant needs, select a target and explain a position relative to alternatives. Product, price, place, promotion, people, process and physical evidence must support that position. Research existing customers and potential non-customers; stated intention differs from purchases.

Original source / task evidence

Task: eighty existing customers like a premium design, so the cooperative predicts success with all local residents. Evaluate and design a better check.

Separate what is stated from the interpretation.
Marketing evidence and the seven Ps

Task: eighty existing customers like a premium design, so the cooperative predicts success with all local residents. Evaluate and design a better check.

Customer-only recruitment excludes people deterred by price, access or existing offers. Define the target, sample relevant groups and test a feasible offer with voluntary trial purchases. Compare willingness to pay with contribution and capacity. Explain privacy and truthful promotion. For HL international decisions, investigate local context rather than assuming an unchanged campaign transfers.

2 Practice

2.1 For the worked case, identify the evidence and a conclusion it can support. Explain one material limit. [3]

3 Exam-style questions

3.1 A very large customer-only survey predicts demand from non-customers. Evaluate the inference. Give a reasoned answer, evidence or method, and a relevant qualification. [3]

Solutions

2.1 Customer-only recruitment excludes people deterred by price, access or existing offers. Define the target, sample relevant groups and test a feasible offer with voluntary trial purchases. Compare willingness to pay with contribution and capacity. Explain privacy and truthful promotion. For HL international decisions, investigate local context rather than assuming an unchanged campaign transfers. Authored points for identifying relevant evidence, explaining a supported inference and a material limit.

3.1 Sample size can reduce some random uncertainty while preserving systematic exclusion. Customers may differ in income, tastes and access. Sample the defined new target and test purchases at the proposed price before projecting sales. Authored points for a relevant judgement, reason tied to the case and justified qualification or method. Accept a supported alternative.