

3.3 Marketing mix

Name: _____ Class: _____ Date: _____

Total: 20 marks

KEY WORDS product • promotion • price • packaging • skimming

Objective

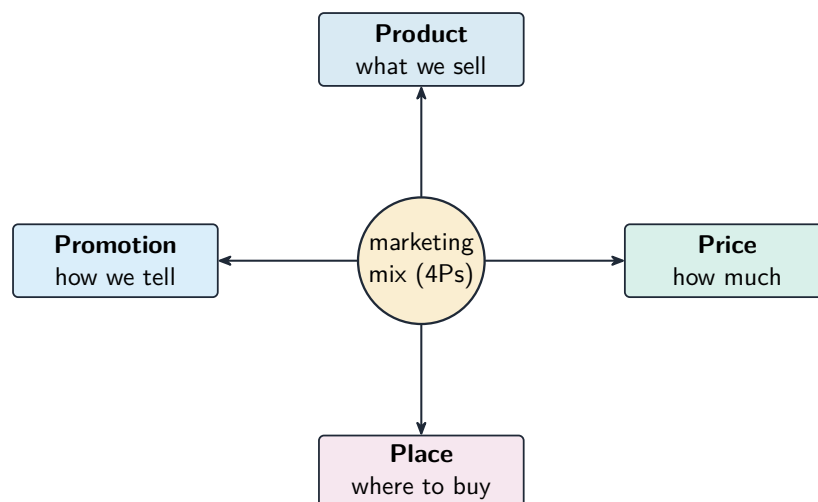
Build the skills to answer exam questions on the **marketing mix** – the **four Ps** (**product**, **price**, **place**, **promotion**), the **product life cycle**, **pricing methods**, and **distribution channels**.

You must be able to:

- name the four Ps and explain how they work together
- describe the product life cycle and extension strategies
- compare pricing methods and distribution channels

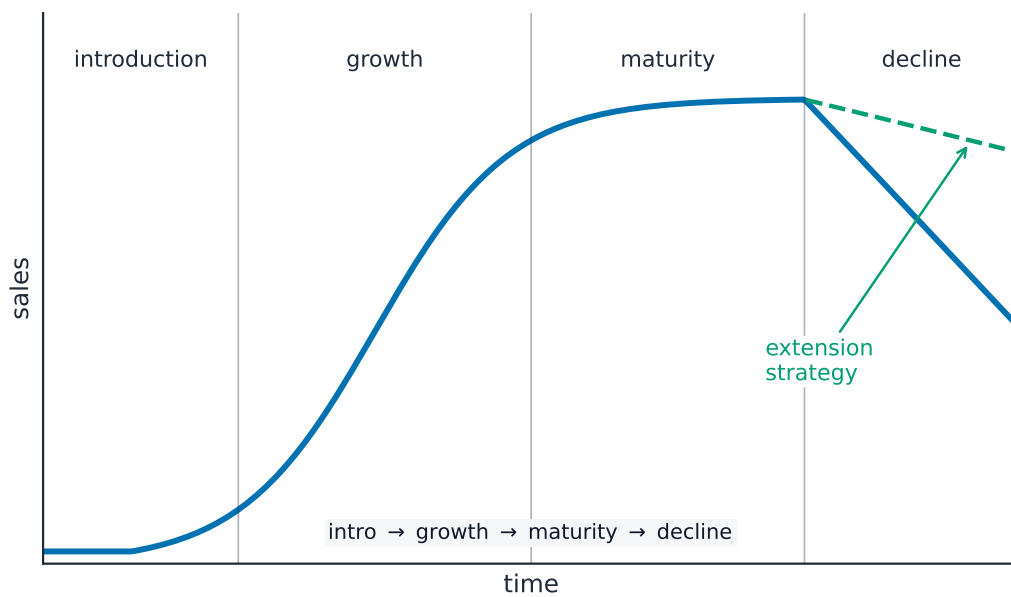
1 Key knowledge and worked examples

■ The four Ps



Product, Price, Place and Promotion must fit each other

- **Product** : the **product life cycle** (introduction → growth → maturity → decline); **extension strategies** hold up sales.



The product life cycle – the Product P in detail, with extension strategies to delay decline

- **Price** : **cost-plus** , **penetration** (low to enter), **skimming** (high for a new product), competitive.
- **Place** : the **channel of distribution** (direct, or via a **wholesaler** and **retailer**).
- **Promotion** : advertising and **sales promotion** (discounts, free gifts).

Answer shapes: K + App + An + Ev (a justified judgement, for “do you think” questions).

2 Practice

2.1 State what the **four Ps** of the marketing mix stand for.

[2]

2.2 State the four stages of the product life cycle.

[2]

2.3 Define the term *penetration pricing*.

[2]

3 Exam-style questions

3.1 Identify two extension strategies a business could use. [2]

3.2 Explain two factors a business should consider when setting the price of a product. [6]

3.3 A business is launching a new chocolate bar. Do you think promotion is the most important part of its marketing mix? Justify your answer. [6]

Solutions

IGCSE Business answers are marked by **level of response**: award **K** knowledge, **App** application, **An** analysis and **Ev** a justified judgement.

Each answer shows the steps, then the **result**.

2.1

- the four Ps: **Product, Price, Place, Promotion** (K)

2.2

- **introduction, growth, maturity, decline** (K)

2.3

- **penetration pricing**: a **low price** to enter a market and win customers quickly (K)

3.1

- any **two** of: new design / new advert / new packaging / new market / lower price (K, K)

3.2

- for **each** of two factors: K + An, max 3 each
- e.g. **cost**: price must cover cost plus profit, or the firm makes a loss
- e.g. **competitors' prices**: too high and customers buy elsewhere

3.3

- **for promotion**: a new product is unknown, so advertising builds awareness
- **against**: product, price and place must also be right
- **judgement (Ev)**: promotion is key at launch, but the four Ps must work together