

1. Marketing is best described as:

- ☐ making as much as possible
- ☐ television advertising only
- ☐ identifying and satisfying customer needs profitably
- ☐ setting the lowest price

2. Carrying out a new customer questionnaire is:

- ☐ secondary research
- ☐ sampling error
- ☐ primary research
- ☐ desk research

3. Which are the 4 Ps of the marketing mix? (Select all that apply.)

- ☐ Promotion
- ☐ Price
- ☐ Product
- ☐ Profit

Tick every correct option.

4. Selling more of an existing product to existing customers is:

- ☐ product development
- ☐ market development
- ☐ diversification
- ☐ market penetration

5. A market-oriented business starts by:

- ☐ finding out what customers want
- ☐ cutting costs
- ☐ building a factory
- ☐ making a product, then finding buyers

6. Using existing data from the internet is:

- ☐ field research

- ☐ primary research
- ☐ secondary research
- ☐ a focus group

7. An extension strategy is used to end a product's life as quickly as possible.

- ☐ True ☐ False

8. Diversification is generally the highest-risk growth strategy.

- ☐ True ☐ False

9. A firm sells 20m in a market worth 80m. What is its market share (%)?

10. A small or biased sample can give misleading research results.

- ☐ True ☐ False

IGCSE Business Studies

1. **identifying and satisfying customer needs profitably**

Marketing meets customer needs at a profit.

2. **primary research**

Primary research collects new first-hand data.

3. **Promotion; Price; Product**

The 4 Ps are Product, Price, Place and Promotion – not Profit.

4. **market penetration**

Penetration deepens sales in the current market.

5. **finding out what customers want**

Market orientation puts customer needs first.

6. **secondary research**

Secondary research uses data that already exists.

7. **False**

False. An extension strategy aims to prolong a product's life, for example with new features, packaging or markets, delaying the decline stage.

8. **True**

It moves into both new products and new markets.

9. **25**

$20 / 80 \times 100 = 25\%$.

10. **True**

Sample quality affects reliability.