

# 3.1 Marketing, competition and the customer

Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

Total: 20 marks

**KEY WORDS** market 市场 • product 产品 • marketing 营销 • mass market 大众市场  
• customer loyalty 顾客忠诚度

## Objective

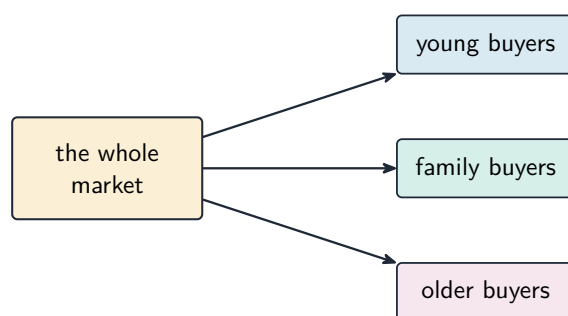
Build the skills to answer exam questions on **marketing, competition and the customer** 营销、竞争与顾客 — the role of marketing, why customers matter, **niche and mass markets** 利基与大众市场, and **market segmentation** 市场细分.

You must be able to:

- explain the role of marketing and why keeping customers matters
- distinguish niche from mass markets
- explain the benefits of market segmentation

## 1 Worked examples

### ■ Marketing and the customer

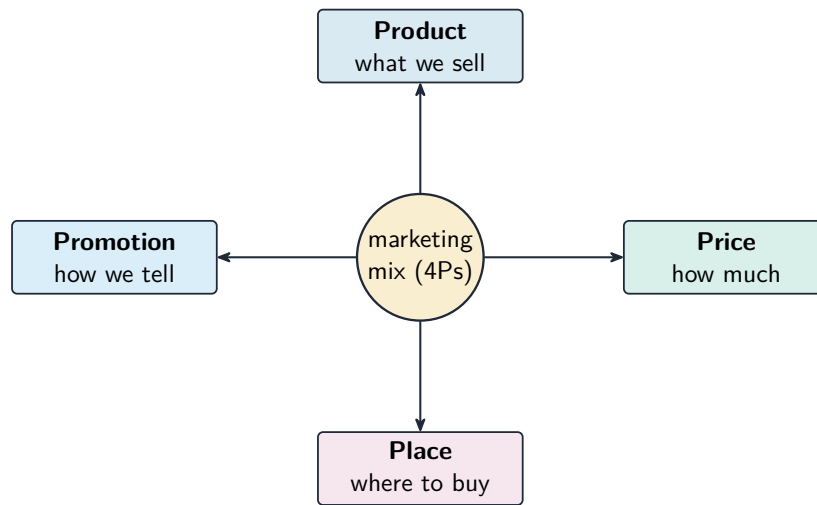


split into segments (here, by age)

*Marketing finds out what customers want and satisfies it at a profit*

- **Marketing** 营销: find and satisfy customer wants, build **customer loyalty** 顾客忠诚度.
- Keeping a customer is far cheaper than winning a new one.
- **Niche market** 利基市场: small, special needs. **Mass market** 大众市场: large, many similar buyers.

- **Segmentation** 市场细分: split the market by age, income, gender, location → target each group.



*Once a segment is targeted, the four Ps of the marketing mix are used to satisfy it*

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

## 2 Practice

**2.1** Define the term *market segmentation*. [2]

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**2.2** State the difference between a *niche* and a *mass* market. [2]

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**2.3** Identify two benefits of segmenting a market. [2]

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### 3 Exam-style questions

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**3.1** Identify two roles of marketing. [2]

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**3.2** Explain two reasons why keeping existing customers is important to a business. [6]

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**3.3** Do you think selling in a niche market is better than selling in a mass market for a small new business? Justify your answer. [6]

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