

3. Marketing

Starter Quiz · 课前小测

IGCSE Business Studies

Name: _____ Score: _____

1. Marketing is best described as:

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

2. Carrying out a new customer questionnaire is:

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

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

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

Tick every correct option.

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

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

5. A market-oriented business starts by:

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

6. Using existing data from the internet is:

- ☐ secondary research

- ☐ primary research
- ☐ field research
- ☐ a focus group

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

8. An extension strategy aims to prolong the life of a product.

- ☐ True ☐ False

9. A niche market is a small, specific segment of a larger market.

- ☐ True ☐ False

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

- ☐ True ☐ False

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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. **Product; Price; Promotion**

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. **25**

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

8. **True**

Extension strategies delay the decline stage.

9. **True**

Niches face less competition than mass markets.

10. **True**

Sample quality affects reliability.