

7. A. Perishable
8. A. Researching consumers' needs in order to develop new products
9. B. There is heavy spending on research and development
10. B. Products are designed according to what the producer feels will sell
11. C. Producing and marketing products that the firm believes will sell
12. B. Physical evidence
13. B. The percentage of total sales in a market that can be attributed to a firm
14. A. It can lead to market leadership
15. B. Social marketing
16. C. Increase market share by 5% within the next 18 months
17. D. People, Physical evidence and Process
18. C. Ethical marketing
19. D. Physical evidence
20. C. To gain higher market share

## Unit 4.2

### Marketing planning

#### Task 1 – Vocab Quiz

Identify the key terms from the clues given. *Hint:* the answers are in alphabetical order!

Key Term
Ethical marketing
Market segment
Marketing planning
Marketing strategy
Packaging
Positioning (perception map)
Unique Selling Point

#### Task 2 – True or False?

	True / False
a.	T
b.	T
c.	T
d.	F
e.	F
f.	F
g.	F
h.	T

**Task 3 – Explain the difference between...**

- a. **The marketing of goods relies on the traditional marketing mix (the 4Ps) of product, price, promotion and place. The marketing of services relies on an additional 3 Ps - people, processes and physical evidence.**
- b. **Marketing objectives are the goals of the marketing department, which align with the organization's overall aims, such as striving to increase market share. Marketing strategies are the ways the business intends to achieve its marketing objectives, e.g. product development, repositioning or product extension strategies to increase its market share.**
- c. **Market segments are distinct groups of customers with similar characteristics, e.g. age, gender or religion. Market segmentation is the process of splitting a market into such distinct groups.**
- d. **Market segmentation is a prerequisite to targeting. By splitting a market into distinct groups of buyers (e.g. children and adult or males and females), appropriate marketing strategies can be used to target these market segments.**
- e. **Niche markets are small and focused; there are high profit margins as premium prices can be charged. In mass markets, producers sell standardised products to large consumer markets, so profit margins are lower.**

**Task 4 – Market Segmentation, Consumer Profiles and Market Mapping Multiple Choice**

- 1. D. **Product extension strategies**
- 2. C. **Process**
- 3. B. **Market segmentation**
- 4. A. **Packaging**
- 5. C. **Differentiation**
- 6. C. **Market**
- 7. B. **Demography**
- 8. C. **Lifestyle**
- 9. B. **It is used for primary research only**
- 10. A. **Demographic**
- 11. D. **The time involved in compiling customer profiles for market segmentation**
- 12. A. **Academics**
- 13. A. **Positioning**
- 14. D. **Repositioning**
- 15. B. **Consumers**
- 16. B. **Positioning**
- 17. A. **High quality at a high price**
- 18. B. **Low quality at a high price**
- 19. C. **Psychographic**
- 20. C. **Unique selling point**