

Task 12 – Multiple Choice

1. D. Price reductions
2. A. Cinema advertising
3. C. Below the line promotion
4. C. Above the line
5. B. The use of promotion via the mass media
6. B. The marketing process of selling straight to potential and known customers
7. A. The process of persuading people to buy a firm's products
8. C. Corporate slogans
9. C. A sign or symbol that represents a business and its products
10. A. Direct marketing
11. D. Customer relations management
12. A. Free gifts
13. D. Personal selling techniques
14. B. Hero endorsement
15. C. Sponsorship
16. C. Activities aimed at establishing and protecting the corporate image of a business
17. A. Sales promotion
18. C. Focuses on promoting the brand or the company itself rather than a product
19. D. Persuasive
20. A. Personal selling
21. C. Sales promotion
22. D. Reach audiences engaged in other activities, such as driving
23. B. Social media marketing
24. A. Social networking
25. D. It is a form of above the line promotion

Unit 4.5 The 4Ps – Place

Task 13 – Complete the blanks...

Place, also known as **distribution**, refers to the component of the marketing mix that deals with getting the right products to the customer in the most convenient and most cost-effective way. Firms do this through means of **channels** of distribution, such as wholesalers, sales agents and retailers.

Intermediaries are people or organizations that act on behalf of sellers and buyers. **Wholesalers**, for example, are the buyers of products from a manufacturer and sell on these products in smaller units to **retailers**. This is an example of a **two**-level channel between producer, wholesaler, retailer and consumers.

Telesales / telemarketing refers to the use of telephone calls to clients to sell products directly to potential customers. This distribution method has proved to be popular with insurance and banking firms. The advantage of using this approach is that it reduces the need for sales people to make personal visits, thereby saving travel time and money.

Task 14 – True or False?

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

Task 15 – Explain...

a. Advantages

- Less effort - no need to physically go to the supermarket
- No need to carry bulky items (fruits and vegetables can be heavy)
- Convenience - the online supermarket is open 24-7; useful if customers are unable to leave the house, e.g. due to bad weather or because they have young children to attend to.

Disadvantages

- Time lag (delay) between ordering products and having them delivered
 - Possibility of inconvenient delivery times
 - The supermarket might not be able to guarantee quality or freshness of fruits and vegetables
 - Customers cannot hand pick or personally inspect the fruits and vegetables
 - A delivery charge may apply if the minimum order is not purchased
- b. Explanation of cost-based pricing strategies, e.g. cost-plus / mark-up pricing**
- c. Perishables need a short chain of distribution in order to get products to consumers in the quickest time possible; otherwise the fresh/perishable products (e.g. fresh flowers or freshly baked cakes) would cease to be fit for their purpose.**

Task 16 – Vocab Quiz

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

Key Term
Agents
Channels of distribution
Chain stores
Distribution
Mail order
Intermediaries
Vending machines

Task 17 – Multiple Choice

1. C. Warehouses
2. D. The location of business
3. B. Specialist retail outlets
4. A. Retailer
5. C. They charge commission for their services
6. B. Cashiers at a supermarket
7. B. Retailers
8. B. Breaking bulk
9. A. Direct
10. A. Reduces the need for an intermediary
11. D. Retailers
12. B. They rely on the expertise of distributors and agents
13. C. Sales people are not required to sell the product
14. D. Wholesaler
15. C. Newspapers and magazines

Unit 4.6

The extended marketing mix of 7 Ps

Task 1 – Explain...

- a. Goods are physical products (such as cars and computers) whereas services are intangible products (such as a car wash service and computer maintenance services).
- b. The marketing of goods involves the traditional marketing mix (product, price, promotion and place). The marketing of services includes three additional elements to the marketing mix: people, process and physical evidence.
- c. People are required to assist in the selling of a service; they are essential in determining the customer experience, be it a haircut, bus ride or visit to a hotel. The employee-customer relationship also determines whether customers have a positive perception of the business
- d. Businesses that do not manage the waiting time for their services will upset their customers. The consequences include: disgruntled customers, customer complaints, a poorer corporate image and negative word of mouth marketing. Customers might seek compensation and/may switch to alternative suppliers.

Task 2 – True or False?

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