

## Unit 4.2 Marketing planning

### Task 1: Vocabulary quiz

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

Key term	Definition
	The moral aspects of a firm's marketing strategies. It can be encouraged by the use of moral codes of practice.
	A particular customer group within a market for a product which has shared characteristics and needs that are targeted by marketers.
	The systematic process of devising marketing objectives and appropriate marketing strategies to achieve these objectives.
	The approach taken by an organization in order to achieve its marketing objectives.
	A form of non-price competition and product differentiation that focuses on the ways in which a product is presented to customers.
	A technique that shows how a product is perceived in relation to other products or brands that are available in the same market.
	An exclusive customer benefit that no other organization can claim for its product.

### Task 2: True or false?

		True/False
a.	Striving for increased market share would be an example of a marketing objective.	
b.	A marketing plan is a document outlining a firm's marketing objectives and the marketing strategies to be used to achieve these objectives.	
c.	Marketing plans cannot work effectively without all four elements of the traditional marketing mix.	
d.	Prices in niche markets tend to be relatively low due to the amount of competition that exists.	
e.	Niche markets are those that provide goods and services that appeal to an extensive number of customers.	
f.	A product is a physical good sold by a business.	
g.	The amount that customers pay for a particular good or service is called the cost.	
h.	In marketing, 'place' is used to describe the methods of distributing products to customers, e.g. wholesalers, retailers and vending machines.	

### Task 3: Explain the difference between ...

- a. the marketing of goods and the marketing of services.

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b. marketing objectives and marketing strategies.

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c. market segments and market segmentation.

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d. targeting and market segmentation.

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e. niche marketing and mass marketing.

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#### Task 4: Multiple choice – Market segmentation, consumer profiles and market mapping

1. Which of the following is unlikely to feature in a marketing plan?
  - A. SWOT analysis
  - B. Marketing objectives
  - C. Marketing budget
  - D. Product extension strategies
  
2. Elements of the traditional marketing mix do not include
  - A. Product
  - B. Distribution
  - C. Process
  - D. Promotion

3. Which of the following is not a marketing objective?
  - A. Market leadership
  - B. Market segmentation
  - C. Market standing
  - D. Market positioning
  
4. The marketing of services does not directly include
  - A. Packaging
  - B. People
  - C. Physical evidence
  - D. Processes
  
5. What is the collective name given to the various methods used by a business to distinguish itself and its products from rivals in the industry?
  - A. Focus
  - B. Diversification
  - C. Differentiation
  - D. Cost leadership
  
6. The collective name for all groups of customers who have the same needs and wants for a particular product is known as a
  - A. Focus group
  - B. Consumer group
  - C. Market
  - D. Market segment
  
7. The study of human population dynamics is known as
  - A. Marketing
  - B. Demography
  - C. Geography
  - D. Psychology
  
8. Demographic segmentation can be done in all the following ways except
  - A. Gender
  - B. Age
  - C. Lifestyle
  - D. Religion

9. Which statement below cannot be applied to market segmentation?
- A. It acknowledges the fact that customers are different
  - B. It is used for primary research only
  - C. Demographics is the most common method of segmentation
  - D. It allows a firm to fine-tune its marketing mix
10. If a firm uses a segmentation strategy based on characteristics such as religion, gender and marital status, then it is using which type of segmentation?
- A. Demographic
  - B. Geographic
  - C. Psychographic
  - D. Ethnicity
11. Segmentation can bring about potential advantages, except
- A. Risk spreading
  - B. Easier to identify and select appropriate advertising media
  - C. Less waste due to focused marketing
  - D. The time involved in compiling customer profiles for market segmentation
12. Segmentation can be split into three broad categories. Which option below is not one of the methods?
- A. Academics
  - B. Demographics
  - C. Geographic
  - D. Psychographics
13. The image or perception of a product or brand in relation to other products or brands in the market is known as
- A. Positioning
  - B. Branding
  - C. Segmentation
  - D. Physical evidence
14. The strategy that involves changing the perception of a product or brand relative to those offered by rival firms is known as
- A. Market mapping
  - B. Perception mapping
  - C. Positioning
  - D. Repositioning

15. A product's location on a position map is determined by
  - A. Producers
  - B. Consumers
  - C. Competitors
  - D. Suppliers
  
16. If Audi is perceived as being inferior to rivals BMW and Mercedes, then the firm needs to review its
  - A. Segmentation
  - B. Positioning
  - C. Demographics
  - D. Corporate image
  
17. A 'premium brand' is perceived as one that offers
  - A. High quality at a high price
  - B. Low quality at a high price
  - C. High quality at a low price
  - D. Low quality at a low price
  
18. A 'cowboy brand' is perceived as one that offers
  - A. High quality at a high price
  - B. Low quality at a high price
  - C. High quality at a low price
  - D. Low quality at a low price
  
19. McDonald's introduced salads to its menu to target the more health-aware customer. This is an example of which type of segmentation?
  - A. Demographic
  - B. Geographic
  - C. Psychographic
  - D. Socio-economic
  
20. Which concept refers to any distinctive aspect or feature of a product that differentiates it from others that are available on the market?
  - A. Competitive rivalry
  - B. Monopoly power
  - C. Unique selling point
  - D. Branding