

Chapter 23: Unit 4.1 The Role of Marketing

Short Response Questions

1. What is the primary role of marketing in a business?
2. How does marketing contribute to business growth?
3. What is the relationship between marketing and sales?
4. Why is market research essential for effective marketing?
5. How does marketing influence product development?

Long Response Questions

1. Discuss the impact of digital marketing on traditional marketing strategies.
2. Explain the concept of market segmentation and its significance in marketing.
3. Analyze the role of branding in marketing and its effect on consumer behavior.
4. Evaluate the importance of understanding consumer behavior in developing marketing strategies.
5. How can businesses measure the effectiveness of their marketing campaigns?

Chapter 24: Unit 4.2 Marketing Planning

Short Response Questions

1. What is marketing planning?
2. Why is a marketing plan important for a business?
3. What are the key components of a marketing plan?
4. How does a SWOT analysis contribute to marketing planning?
5. What is the role of budgeting in marketing planning?

Long Response Questions

1. Discuss the process of developing a marketing plan and its benefits for a business.
2. Explain how market research informs the marketing planning process.
3. Analyze the role of target market selection in the marketing planning process.
4. Evaluate the importance of performance evaluation in marketing planning.
5. How can businesses use forecasting in their marketing planning process?

Chapter 25: Unit 4.3 Sales Forecasting (HL only)

Short Response Questions

1. What is sales forecasting?
2. Why is sales forecasting important for businesses?
3. What are some common methods used in sales forecasting?
4. How can businesses use historical sales data in forecasting?
5. What is the role of market research in sales forecasting?

Long Response Questions

1. Discuss the advantages and limitations of using historical sales data for forecasting.
2. Explain how trend analysis can be used in sales forecasting.
3. Evaluate the role of statistical models in enhancing sales forecasting accuracy.
4. Analyze the impact of external factors on sales forecasting and how businesses can account for them.
5. How can businesses use sales forecasting to improve inventory management?

Chapter 26: Unit 4.4 Market Research

Short Response Questions

1. What is market research?
2. Why is market research important for businesses?
3. What are the two main types of market research?
4. How does primary research differ from secondary research?
5. What is the role of data analysis in market research?

Long Response Questions

1. Discuss the process of conducting primary market research and its benefits.
2. Explain the importance of secondary market research in the decision-making process.
3. Analyze the challenges associated with market research and how businesses can address them.
4. Evaluate the impact of technology on market research methods.
5. How can businesses use market research to develop effective marketing strategies?

Chapter 27: Unit 4.5a The 7 Ps of the Marketing Mix - Product

Short Response Questions

1. What are the 7 Ps of the marketing mix?
2. How does product design impact consumer perceptions?
3. What is product differentiation?
4. Why is product packaging important in the marketing mix?
5. How does the product life cycle affect marketing strategies?

Long Response Questions

1. Discuss the role of innovation in product development and its impact on market success.
2. Explain how businesses can use customer feedback to enhance product development.
3. Analyze the impact of brand positioning on product success.
4. Evaluate the significance of product features and benefits in the marketing mix.
5. How can a company use market segmentation to enhance product offerings?

Chapter 28: Unit 4.5b The 7 Ps of the Marketing Mix - Price

Short Response Questions

1. What factors influence pricing decisions in the marketing mix?
2. What is price skimming?
3. How does price elasticity of demand affect pricing strategies?
4. What is penetration pricing?
5. How can pricing strategies impact brand perception?

Long Response Questions

1. Discuss the advantages and disadvantages of using a cost-plus pricing strategy.
2. Explain how businesses can use psychological pricing to influence consumer behavior.
3. Analyze the impact of competition on pricing strategies.
4. Evaluate the role of value-based pricing in the marketing mix.
5. How can businesses adjust their pricing strategies during economic downturns?

Chapter 29: Unit 4.5c The 7 Ps of the Marketing Mix - Promotion

Short Response Questions

1. What is the role of promotion in the marketing mix?
2. What are the main types of promotional strategies?
3. How does advertising differ from sales promotions?
4. What is the purpose of public relations in promotion?
5. How can social media be used effectively in promotional campaigns?

Long Response Questions

1. Discuss the benefits and limitations of using sales promotions as a marketing strategy.
2. Explain how businesses can integrate online and offline promotional activities.
3. Analyze the impact of digital marketing on traditional promotional methods.
4. Evaluate the effectiveness of content marketing as a promotional tool.
5. How can businesses measure the success of their promotional campaigns?

Chapter 30: Unit 4.5d The 7 Ps of the Marketing Mix - Place

Short Response Questions

1. What is distribution in the context of the marketing mix?
2. What are the main types of distribution channels?
3. How does channel selection impact a business's marketing strategy?
4. What is the role of logistics in distribution?
5. Why is location important in the distribution process?

Long Response Questions

1. Discuss the factors a business should consider when choosing distribution channels.
2. Explain the impact of e-commerce on traditional distribution channels.
3. Analyze the challenges of international distribution and how businesses can address them.

4. Evaluate the role of supply chain management in the distribution process.
5. How can businesses use distribution channels to gain a competitive advantage?

Chapter 31: Unit 4.5e The 7 Ps of the Marketing Mix - People

Short Response Questions

1. What role do employees play in the marketing mix?
2. How can businesses ensure employees align with the brand's values?
3. Why is customer service important in the marketing mix?
4. What is the impact of employee motivation on customer satisfaction?
5. How can businesses train employees to improve customer interactions?

Long Response Questions

1. Discuss the importance of employee training and development in enhancing customer service.
2. Explain how businesses can create a positive organizational culture to support the marketing mix.
3. Analyze the impact of employee appearance and behavior on brand image.
4. Evaluate the role of leadership in shaping employee performance and customer service.
5. How can businesses use employee feedback to improve their marketing strategies?

Chapter 32: Unit 4.5f The 7 Ps of the Marketing Mix - Processes

Short Response Questions

1. What is the role of processes in the marketing mix?
2. How can businesses improve their service delivery processes?
3. What is the importance of process efficiency in customer satisfaction?
4. How can businesses use technology to enhance their processes?
5. What are the potential challenges of process implementation?

Long Response Questions

1. Discuss the impact of process optimization on overall business performance.
2. Explain how businesses can manage process changes effectively.
3. Analyze the role of process innovation in gaining a competitive advantage.
4. Evaluate the significance of customer involvement in process design.
5. How can businesses use performance metrics to assess and improve processes?

Chapter 33: Unit 4.5g The 7 Ps of the Marketing Mix - Physical Evidence

Short Response Questions

1. What is physical evidence in the marketing mix?
2. How does physical evidence impact customer perceptions of a brand?
3. What role does packaging play in physical evidence?
4. How can businesses use store design to enhance physical evidence?

5. Why is consistency in physical evidence important for brand image?

Long Response Questions

1. Discuss the role of physical evidence in service marketing and its impact on customer experience.
2. Explain how businesses can design effective physical environments to support their marketing strategies.
3. Analyze the impact of digital technology on physical evidence in the marketing mix.
4. Evaluate the importance of maintaining physical evidence in service delivery.
5. How can businesses use physical evidence to differentiate their brand in a competitive market?