

## Unit 2 - Marketing

### 2.1 The purpose/role of marketing

1. Define marketing
2. Complete the table to show 3 reasons why a business engages in marketing

Reason 1:
Reason 2:
Reason 3:

### 2.2 Market research

1. Give 4 different types of primary research
2. Explain the difference between primary and secondary research
3. Complete the following table to evaluate different type of market research

Market Research is...			
Type 1:		Type 2:	
Advantages	Disadvantages	Advantages	Disadvantages

4. Define quantitative and qualitative market research data and the advantages and disadvantages

Quantitative data:		Qualitative data:	
Advantage	Disadvantage	Advantage	Disadvantage

5. List 4 different types of secondary research
6. Define secondary market research

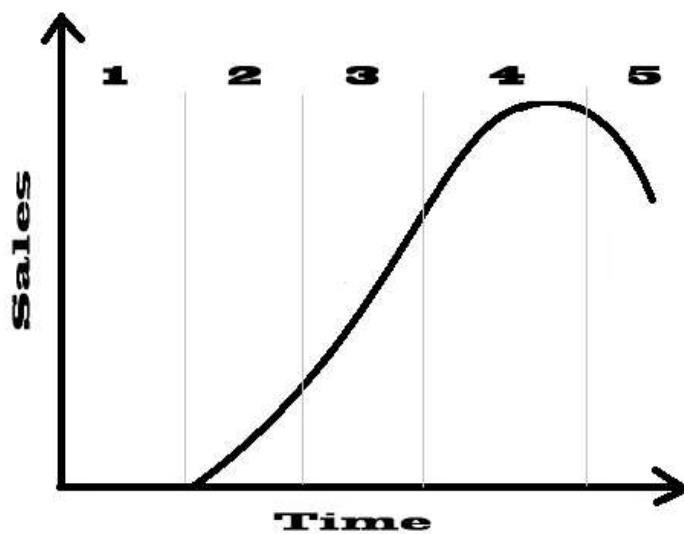
### 2.3 Market segmentation

1. Define market segmentation and give ways of segmenting a market
2. Explain a benefit to a business from segmenting the market

### 2.4 Marketing Mix

#### PRODUCT

1. What are the Stages of the product life cycle -see diagram below



1=

2=

3=

4=

5=

**2. List 3 extension strategiesd**

**3. Define the product range/mix**

Product Range is...	Product Mix is...
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**4. Define and give examples of product innovation**

Product innovation is...	Examples...
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**5. Define branding and give examples of the benefits**

Branding is...	Benefit 1...
	Benefit 2...
	Benefit 3...

**PRICE**

**1. Define Cost Plus pricing**

Cost plus pricing is....	Benefit
	Drawback

**2. Define competitor pricing**

	Benefit
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Competitive pricing is....	Drawback
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### 3. Define Price skimming

Price skimming is....	Benefit
	Drawback

### 4. Define price penetration

Price penetration is....	Benefit
	Drawback

### 5. Define promotional pricing

Promotional pricing is....	Benefit
	Drawback
	Examples

## PROMOTION

### 1. Give examples of advertising with advantages and disadvantages

Advertising is...		
Example	Advantage	Disadvantage

### 2. Define promotions and give advantages and disadvantages

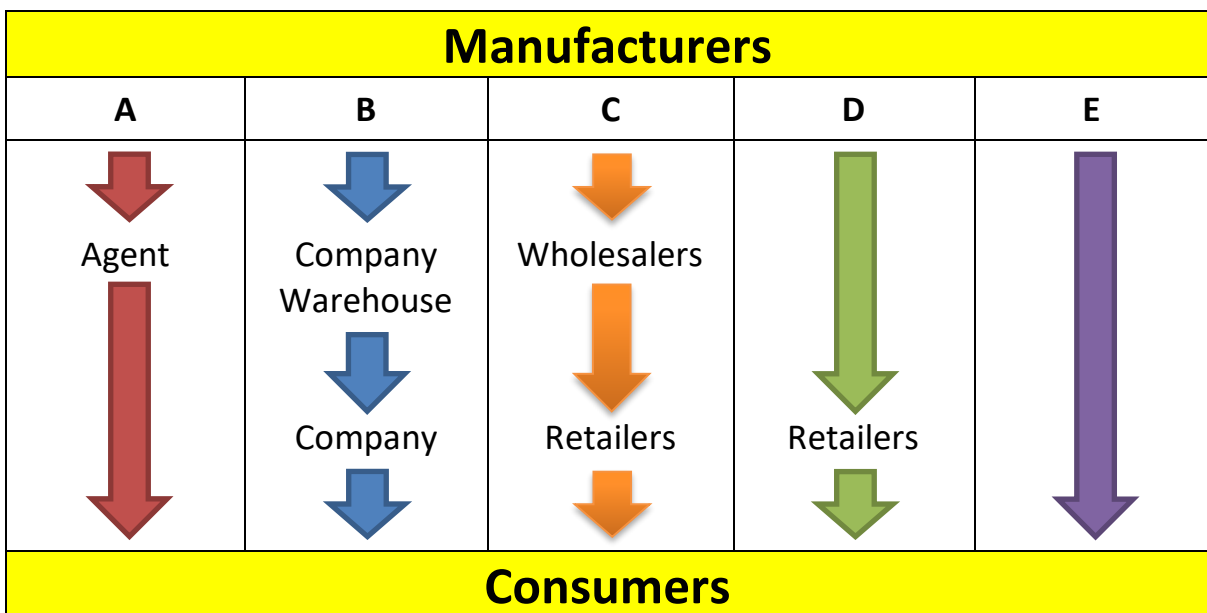
Promotion is...		
Example	Advantage	Disadvantage

## PLACE

### 1. Define Channels of Distribution and give examples

Channels of distribution are...
Examples are.....

### 2. Using the image below state the advantages and disadvantages of each channel of distribution.



Channel	Advantage	Disadvantage
A		
B		

C		
D		
E		

3. Explain the difference between physical and digital distribution