

## DSE Questions : Marketing Management

### Chapter 1 - Role of Marketing

• <b>Definition &amp; Steps</b>	2018 : Possibly ✓
• <b>Marketing Concept</b>	2012 Q6c [2 marks] (French restaurant Platine -> illustrate concept)
helps company identify needs and wants of target market to deliver satisfaction better than competitors	2018 : Possibly ✓
• <b>Importance</b>	2018 : Possibly ✓✓✓
• <b>Process</b>	/
1. Planning	2017 Q8a [8 marks] (steps in formulating marketing plan for fashion chain)
2. Organising	2013 Q5 [4 marks] (2 advantages to MNC of adopting geographical departmentalization)
3. Implementing	/
4. Controlling	/

## Chapter 2 - Marketing Research

• <b>Definition &amp; Steps</b>	/
• <b>Major Objectives &amp; Importance</b>	2018 : Possibly ✓✓✓
• <b>Types of Data</b>	2018 : Possibly ✓
I. Primary	/
II. Secondary	2016 Q7ai [1 mark] (definition)  2016 Q7aii [2 marks] (2 limitations -> help Centralwash understand customers' needs)
• <b>Data Collection Methods</b>	2013 Q7b [6 marks] (3 types -> fast food chain)
I. Survey Research	2017 Q6b [4 marks] (2 limitations : research about members' acceptance of using robots to serve in restaurant)
II. Experimental Research	
III. Qualitative Research	
IV. Observational Research	
2018 : Possibly ✓✓✓	
• <b>Sampling</b>	2014 Q4 [6 marks] (3 sampling techniques)
I. Random Sampling	2018 : Possibly ✓✓
II. Stratified Random Sampling	
III. Convenience Sampling	

## Chapter 3 - Consumer Behaviour

<b>· Consumer Purchase Decision Making Process</b>		2012 Q6d [6 marks] (French restaurant Platine)
Steps	1. Need recognition	2014 Q9a [10 marks] (beauty & skin care services)  2016 Q9b [12 marks] (new mobile phone)  2018 : Possibly ✓✓✓✓✓
	2. Information search	
	3. Evaluation of alternatives	
	4. Purchase decision	
	5. Post-purchase behavior	
<b>· Business buyers' buying decision</b>		2018 : Possibly ✓✓✓
Steps	1. Problem recognition	
	2. General need description and product specification	
	3. Supplier search and inviting potential suppliers to submit proposals	
	4. Supplier selection and preparing order-routine specification 5. Performance review	
	5. Performance review	
<b>· Factors affecting Decision</b>		2017 Q8 [8 marks]
I. Socio-cultural	- culture - social class - reference group	
II. Psychological	- motivation (Maslow's Hierarchy of Needs Theory) - personality and self-concept - perception - learning - belief and attitude	

<ul style="list-style-type: none"> <li>• <b>Types of Business Market</b></li> </ul>	/
I. Producer market	
II. Reseller market	
III. Government market	
IV. Institution market	
<ul style="list-style-type: none"> <li>• <b>Differences between Business and Consumer market</b></li> </ul>	2014 Q7a [6 marks] (budget airline market -> 3 differences)  2018 : Possibly ✓✓✓✓
I. Number of buyer	
II. Size of purchase	
III. Location of buyer	
IV. Nature of demand	
V. Price sensitivity of buyers	
VI. Complexity of the purchase decision	

## Chapter 4 - Segmentation, Targeting & Positioning

<b>· Market Segmentation</b>		2012 Q9a [8 marks] (Bases for New Hotel)
I. Geographic	location	2015 Q9a [10 marks] (Bases for Hotel's Banquet Service)  2018 : Possibly ✓✓✓
II. Demographic	demographic variables	
III. Psychographic	social class / lifestyle / personality characteristic	
IV. Behavioural	responses	
<b>· Target Marketing</b>		
Factors to be Considered	I. Size and growth	2013 Q6c [6 marks] (evaluate market segment of middle-class for organic food restaurants)
	II. Operating characteristic	2015 Q9b [10 marks] (Hotel's Banquet Service)  2018 : Possibly ✓✓✓
	III. Objectives and responses of the company	
Marketing Strategies	undifferentiated, differentiated, concentrated / niche	2018 : Possibly ✓✓
<b>· Positioning</b>		2018 : Possibly ✓
Steps	1. Identifying possible competitive advantages -> differentiation (product, service, people, image)	/
	2. Selecting right competitive advantage -> how many & which	/
	3. Designing positioning statement & communicating it to target consumers -> target consumers, brand / product, unique benefits	/

## Chapter 5 & 6 - Marketing Strategies

<b>· Product</b>		/
I. Individual Level	product attributes, branding, packaging, labeling, support services	/
II. Product Line	- Line Stretching [new consumers] - Line Filling [existing consumers]	2018 : Possibly ✓✓✓
<b>· Price</b>		2012 Q6 [6 marks] (3 Elements of Marketing Mix apart from Product -> ↑ competitiveness)
I. Internal Factors	objectives (survival, market share, quality, profit maximisation), marketing mix, costs	2016 Q9a [8 marks] (Factors to Consider)
II. External Factors	market nature (e.g. monopoly, oligopoly), demand, competitors' strategies	2018 : Possibly ✓✓✓
III. New Products	- skimming (high initial price) - penetration (low initial price)	2014 Q5 [4 marks] (2 Differences between them)  2018 : Possibly ✓✓
<b>· Place</b>		2012 Q6 [6 marks] (3 Elements of Marketing Mix apart from Product -> ↑ competitiveness)
Steps	1. Consumer Need Analysis	/
	2. Channel Objectives	/
	3. Types of Intermediaries : direct distribution (own labour), indirect distribution	2016 Q3 [6 marks] (3 Benefits of Direct Distribution)
	4. No. of Channel Levels	/
	5. Intermediaries at Each Level : intensive distribution, exclusive distribution, selective distribution	2018 : Possibly ✓
<b>· Promotion</b>		2012 Q6 [6 marks] (3 Elements of Marketing Mix apart from Product -> ↑ competitiveness)
Steps	1. Target Audience	/
	2. Communication Objectives	/
	3. Communication Message	/
	4. Budget	/
	5. Mix Tools : Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing	2013 Q7e & 2015 Q6b [6 marks] (3 Elements -> Promotion Ways)  2018 : Possibly ✓✓✓✓
	6. Communication Result Measurement	/

<b>· Product Life Cycle</b>		2018 : Possibly ✓✓✓
Stages	1. Product Development	2018 : Possibly ✓✓✓
	2. Introduction	2018 : Possibly ✓✓✓
	3. Growth	2013 Q10a [12 marks] (Describe Characteristics)  2015 Q7d [4 marks] (Product & Pricing)  2018 : Possibly ✓
	4. Maturity	2016 Q7b [3 marks] (3 Evidence from Case -> Maturity)  2018 : Possibly ✓
	5. Decline	2017 Q4 [6 marks] (3 Elements of Marketing Mix)
<b>· E-marketing</b>		2014 Q7b [4 marks] (2 Benefits apart from Lower Cost)
I. Product	customisation, customerisation, digital purchase	2018 : Possibly ✓
II. Price	transparent & reflected by demand	/
III. Place	no physical stores, round-the-clock transactions	2012 Q5 [6 marks] (3 Benefits to Bookstore)  2018 : Possibly ✓✓
IV. Promotion	website, online advertising, social media website, mobile advertising, web communities, emails	2018 : Possibly ✓✓✓
<b>· Services Marketing</b>		/
Characteristics -> ↑ Service Quality	- Intangibility - Inseparability - Variability - Perishability	2013 Q8c [4 marks] (2 Characteristics : Training)  2015 Q7b [6 marks] (3 Characteristics)  2017 Q6a [6 marks] (3 Characteristics)

## Chapter 7 - Customer Relationship Management

<b>· Characteristics</b>		2017 Q5 [4 marks] (2 reasons for increasing sales to existing customers)
I. Customer-oriented		
II. Information Technology		
III. Creating Value for Company		
<b>· Objectives</b>		2013 Q3 [4 marks] (2 reasons for retaining existing customers more important than attracting new customers)  2018 : Possibly ✓✓✓✓✓
I. Attracting new customers		
II. Retaining existing customers		
III. Enhancing customer loyalty		
<b>· Importance</b>		2012 Q9b [12 marks] (Hotel)  2018 : Possibly ✓✓
I. Allowing effective market segmentation and targeting		
II. Tailoring products and services for each customer		
III. Assessing the cost of serving individual customers accurately		
IV. Communicating with customers and collecting feedback continuously		
<b>· Factors affecting Customer Loyalty</b>		2018 : Possibly ✓✓✓✓✓
I. Customers satisfaction		
II. Effective communication with customers		
III. Handling of customer complaints		
<b>· Factors affecting Customer Loyalty</b>		2018 : Possibly ✓✓✓✓✓
I. Enhancing customer satisfaction by matching their expectations	- customer retention rates - customer defection	
II. Creating strong customer bonds	- financial bonds - social bonds	
III. Offering add-on services	/	
IV. Effective handling of customer complaints	/	
V. Partner Relationship Management	/	