

Marketing: Analysis of DSE questions

| Topics | Explanatory Notes | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
|--|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Ch.1 Role of marketing | (i) Explain the marketing concept . | √ | | | | | | √ | | | | | | | |
| | (ii) Discuss the importance of marketing as a business function. | | | | | | | | | | | | | | |
| | (iii) Describe the marketing process (planning, organizing, implementing and controlling) of marketing activities. | | | | | | | √ | | | | | | | |
| | (iv) Discuss the objectives, strategies and resources of the marketing process. | | | | | | | | | | | | | | |
| <p>2018 Q9 (ci) Explain what “marketing concept” means. (cii) Explain with an example how the marketing concept could be applied to the food truck business.</p> <p>2017 Q8 Describe the steps in formulating a marketing plan for the fashion chain.</p> <p>2012-Q6 (c) Use the case of Platine (French restaurant) to illustrate the meaning of marketing concept. (2 marks)</p> | | | | | | | | | | | | | | | |

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|----------------------------|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Ch.2 Marketing Research | (i) Explain the importance and major objectives of marketing research . | | | | | | | | | | | | | | |
| | (ii) Apply basic principles for designing marketing research: data collection methods and sampling techniques . Sampling techniques: random sampling, convenience sampling, stratified random sampling | | √ | √ | √ | √ | √ | √ | √ | √ | | | | | |

2020 Q6c Give two types of **data collection methods** and explain how sum Kee could use each of them to gather information from retailers. (4 marks)

2019 Q2 (a) Differentiate between **primary and secondary data**

2019 Q2 (b) **Sampling techniques** and explain how the restaurant could use each of them to collect primary data.

2018 Q8 (a) Describe the **data collection methods** which can be used by the language learning centre to gather information on the preferences and needs of its potential customers.

2017 Q6(b) Explain two **limitations** of sending questionnaires to all customers in membership scheme to explore whether customers generally accept robot service.

2016 Q7 (ai) What is secondary data?

(aia) Give two **limitations** of using **secondary data** to help Central wash understand the needs of its customers.

2015 Q7(c) Explain two limitations of using **interview** as a means of choosing beauty consultants for the beauty centre.

2014 Q4 Briefly describe **three sampling techniques** that can be used in **marketing research**.

2013 Q7(b) Give three types of **data collection method** that Miss Ma can use in conducting the market research. Explain each with example.

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| Ch.3 Consumer Behaviour | (i)Describe the decision-making process of consumer. | √ | | √ | | √ | | | | | | | | | |
| | (ii)Analyse the factors affecting consumer decision Socio-cultural: Culture, social class, reference group Psychological: Motivation (Maslow), perception, Learning, Personality & self-concept, Belief & attitude | | | | | | √ | | | √ | | | | | |
| | (iii)Identify the major types of business markets: The producer market, The reseller market, The government market, The institutional market | | | √ | | | | | | | | | | | |
| | (iv)Identify the differences between business & consumer market. | | | √ | √ | | | | | √ | | | | | |
| | (v)consumers rights | | | | | | | | | | | | | | |

2020 Q5b Explain two **psychological factors** affecting the buying decisions of the customers of Happy Café. (4 marks)

2019 Q9a) illustrate the difference between the **business market and consumer market** for a computer company

2017 Q8(b) Illustrate with examples the **socio-cultural and psychological factors** affecting the buying decisions of the fashion chain's customers.

2016 Q9(b) With reference to the **purchase decision-making process**. Explain the steps customers would go through for the purchase of a new mobile phone.

2015 Q5 List four ordinances that might help protect consumer rights in Hong Kong.

2014 Q7(a) Using the budget airline market as an example, explain three differences in buying behaviour between **consumer market and the business market**.

2014 Q9

(a)Using the purchase of beauty and skin care services as an example, describe the steps in the **consumer buying decision process**.

(b)Explain how a beauty centre could satisfy its customers with respect to four **consumer rights**.

12-Q6(d) With reference to the **customer decision-making process**, outline the steps Platine's customers (French restaurant) should take before they make their purchase decisions. (6 marks)

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| Ch.4 Segmentation, Marketing, Positioning | (i) Explain different methods of segmentation | √ | | | √ | | | √ | | √ | | | | | |
| | (ii) Explain the major factors that affect the determination of a target market (Targeting & Positioning) | | √ | | √ | | | | | | | | | | |
| <p>2020 Q1 Suggest three bases of market segmentation for a newly-established cake shop. (6 marks)</p> <p>2020 Q2 To determine a new market position, a fashion chain plans to develop a new product line. (b) What is meant by 'market positioning'. (2 marks)</p> <p>2019 Q8 a) Explain the factors to be considered by a company manufacturing and selling furniture when determining which market segment should be targeted.</p> <p>2018 Q5(d) As suggested by Martin, explain three other bases of market segmentation that Robin could use.</p> <p>2015 Q9 The banquet service is one of the main sources of income for hotels in Hong Kong. Customers usually hold banquets in hotels for weddings or birthdays. (a) Illustrate with examples the bases of market segmentation that can be used by a hotel in Hong Kong for its banquet service. (b) Explain the factors to be considered by a hotel when determining the target market for the banquet service.</p> <p>2013 Q6(c) With reference to the criteria for evaluating a market segment, explain why the middle-class is an effective market segment for organic food restaurants.</p> <p>2012 Q9 Tourism is one of the major industries in Hong Kong. As the number of increases and the industry outlook for the hotel sector becomes more positive, visitors from the Mainland new hotels are going to be set up. (a) Suggest the bases of market segmentation for a new hotel.</p> | | | | | | | | | | | | | | | |

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| Ch.5 Marketing strategies for Goods & Services(I) | (i) Explain the concept of marketing mix. | | √ | | √ | | √ | | | | | | | | |
| | (ii) Illustrate different product, pricing, place (distribution) and promotion strategies for goods. | √ | √ | √ | √ | √ | | √ | √ | | | | | | |

2019 Q5(d) Electronic marketing system

(i) **pricing strategies** for movie tickets

(ii) reasons for using such pricing strategies

2018 Q7(b) Explain the factors that the company should consider when the deciding whether to distribute the bicycles to customers through **middlemen**.

2018 Q2 Suggest the **product strategies** that a travel agency could adopt to attract customers.

2017 Q4 With reference to any three elements of the **marketing mix**, suggest one way in which each can be used to market a product in the decline stage if the **product life cycle**.

2016 Q3 Explain three benefits to a company of adopting a **direct distribution channel** for its products.

2016 Q9(a) A smartphone manufacturer has developed a new mobile phone model and is considering setting a price for the new mobile phone. It is also planning to analyse the purchase decision-making process of its customers in order to launch the product successfully.

(a) Describe the factors to be considered by the smartphone manufacturer when setting the **price** for its new mobile phone.

2015 Q3 For any three elements of the **promotion mix**, suggest one way each for Lucky to stimulate the sales in its own retail stores.

2015 Q7(d) Suggest a product strategy and a **pricing strategy** for the beauty centre. For each strategy, justify your suggestions with one characteristic of the growth stage of the product life cycle.

2014 Q5 Describe two differences between the **skimming strategy** and the **penetration pricing strategy** when launching a **new product**.

2013 Q7(e) With reference to any three elements of **the promotion mix**, suggest one way each to promote the organic food restaurants.

2012-Q6 Other than product, there are three other elements of the **marketing mix**. Suggest one way in which Platine can use each of these other elements to enhance its competitiveness. (6 marks)

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| Ch.6 Marketing strategies for Goods & Services(II) | (i)Apply various marketing mix strategies to different stages of the product life cycle . | | √ | | √ | √ | √ | | | √ | | | | | |
| | (ii)Explain the characteristics of services and their effect on marketing mix design. | | | | √ | | √ | | | √ | | | | | |
| | (iii)Describe the differences between traditional marketing strategies and e-marketing strategies . | | | √ | | √ | | | | | | | | | |
| | (iv) Benefits of e-marketing | √ | | | | | | | | | | | | | |

2020 Q7(a) A company is producing and selling toys which are currently in the **maturity** stage of the product life cycle.

(a) For the toys in the current stage of the product life cycle, propose appropriate **marketing mix strategies** for the company. (10 marks)

20-Q8: The staff turnover rate of a hair salon has been quite high in recent months. Besides, a large number of complaints have been received from customers about a deterioration in **service quality**.

(b) With reference to the characteristics of service, propose ways to improve the **service quality** of the hair salon. (10 marks)

2017 Q6(a) With reference to any three **characteristics of service**, explain how King's restaurant can solve the problems with its service quality.

2017 Q4 With reference to any three elements of the **marketing mix**, suggest one way in which each can be used to market a product in the decline stage if the **product life cycle**.

2016 Q6(d) Suggest three non-financial problems that may arise if Ming Kee launches the **online shopping project**.

2016 Q7(b) Give three pieces of evidence from the case to support Billy's view that dishware cleaning and sanitizing industry is at the maturity stage of the **product life cycle (PLC)**.

2015 Q7(b) With reference to any three **characteristics of service**, explain how Sunlight Fitness can enhance the service quality of its fitness centres.

2014 Q7(b) Apart from lower costs, explain two benefits to the budget airline of adopting **e-marketing strategies**.

CH.1 Role of Marketing

2012 Q6 (c) Use the case of Platine to illustrate the meaning of marketing concept.

2017 Q8 Describe the steps in formulating a marketing plan for the fashion chain.

2018 Q9 (ci) Explain what “marketing concept” means.

(cii) Explain with an example how the marketing concept could be applied to the food truck business.

Ch.2 Marketing Research

2013 Q7(b) Give three types of data collection method that Miss Ma can use in conducting the market research. Explain each with example.

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Ch.3 Consumer Behaviour

2012 Q6 (d) With reference to the customer decision-making process, outline the steps Platine's customers (French restaurant) should take before they make their purchase decisions.

2014 Q7(a) Using the budget airline market as an example, explain three differences in buying behaviour between consumer market and the business market.

2014 Q9 The market for beauty and skin care services in Hong Kong is expanding but there are also a lot of customer complaints. Consumers are

becoming more careful when buying beauty and skin care services. Beauty centres have to pay more attention to the consumers.

(a) Using the purchase of beauty and skin care services as an example, describe the steps in the consumer buying decision process.

(b) Explain how a beauty centre could satisfy its customers with respect to four consumer rights.

2015 Q5 List four ordinances that might help protect consumer rights in Hong Kong.

2016 Q9(b) With reference to the purchase decision-making process. Explain the steps customers would go through for the purchase of a new mobile phone.

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Ch.4 Segmentation, Marketing, Positioning

2012 Q9 Tourism is one of the major industries in Hong Kong. As the number of increases and the industry outlook for the hotel sector becomes more positive, visitors from the Mainland new hotels are going to be set up.

(a) Suggest the bases of market segmentation for a new hotel.

2013 Q6(c) With reference to the criteria for evaluating a market segment, explain why the middle-class is an effective market segment for organic food restaurants.

2013 Q(c) With reference to two characteristics of service, give one reason each to explain why training can help Wing Hung to meet today's service standard.

2015 Q7(b) With reference to any three characteristics of service, explain how Sunlight Fitness can enhance the service quality of its fitness centres.

2015 Q9 The banquet service is one of the main sources of income for hotels in Hong Kong. Customers usually hold banquets in hotels for weddings or birthdays.

(a) Illustrate with examples the bases of market segmentation that can be used by a hotel in Hong Kong for its banquet service.

(b) Explain the factors to be considered by a hotel when determining the target market for the banquet service.

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2018 Q5(d) As suggested by Martin, explain three other bases of market segmentation that Robin could use.

Ch.5 Marketing strategies for Goods & Services(I)

2012 Q6(e) Other than product, there are three other elements of the marketing mix. Suggest one way in which Platine (French restaurant) can use each of these other elements to enhance its competitiveness.

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2018 Q2 Suggest the product strategies that a travel agency could adopt to attract customers.

2018 Q7(b) Explain the factors that the company should consider when deciding whether to distribute the bicycles to customers through middlemen.

Ch.6 Marketing strategies for Goods & Services(II)

2012Q5 State three benefits to a bookstore of using e-marketing to perform its distribution function.

2013 Q10 As its product reaches the growth stage of the product life cycle, a company considers expanding its business and recruiting more managers internally.

(a) Describe the characteristics of the growth stage of the product life cycle.

2014 Q7(b) Apart from lower costs, explain two benefits to the budget airline of adopting e-marketing strategies.

2016 Q6(d) Suggest three non-financial problems that may arise if Ming Kee launches the online shopping project.

2016 Q7(b) Give three pieces of evidence from the case to support Billy's view that dishware cleaning and sanitizing industry is at the maturity stage of the product life cycle (PLC).

Ch.7 Customer relationship management

2013 Q3 From the perspective of customer relationship management (CRM), give two reasons why retaining existing customers is more important than attracting new customers.

2014 Q6(a) Apart from maintaining a good relationship with retailer, suggest two ways in which Grassland can encourage retailers to carry its products.

2017 Q5(c) Give two reasons why CRM could help increase sales to existing customers.

Others

2012 Q2 Outline the three essential elements of a sale and purchase contract of a product.

2013 Q5 Suggest two advantages to a multi-national company corporation (MNC) of adopting divisional departmentalization by geographical location.

2013 Q6 Give two reasons to explain why contracts are important in business sector.