

## DSE Questions : Marketing Management 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 [Section A]
<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 [Section A]
<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 [Section C]
Stages	1. Product Development	2018 : Possibly [Section A]
	2. Introduction	2018 : Possibly [Section A]
	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 (3 Benefits) [6 marks]  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)