

Marketing Management Ch.1&2

analysis of DSE questions

Topics	Explanatory Notes	12	13	14	15	16	17	18	19	20
Ch.1 Role of marketing	(i) Explain the marketing concept .	v					v	v		
	(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.									
Ch.2 Marketing Research	(i) Explain the importance and major objectives of marketing research .						v			
	(ii) Apply basic principles for designing marketing research: data collection methods and sampling techniques . Sampling techniques: random sampling , convenience sampling, stratified random sampling		v	v		v	v		v	v

CH.1 Role of Marketing

18-Q9	c) i Explain what ' marketing concept ' means. (2 marks) c) ii Explain with an example how the marketing concept could be applied to the food truck business. (2 marks)
17-Q8	(a) Describe the steps in formulating a marketing plan for the fashion chain. (8 marks)
12Q6	(c) Use the case of Platine (French restaurant) to illustrate the meaning of marketing concept . (2 marks)

Ch.2 Marketing Research

19-Q2a	Differentiate between primary and secondary data
19-Q2b	Sampling techniques and explain how the restaurant could use each of them to collect primary data.
18-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.
17-Q6	(b) Outline two limitations of sending questionnaires to all customers in membership scheme to explore whether customers generally accept robot service. (4 marks)
16-Q7	(ai) What is secondary data ? (aii) Give two limitations of using secondary data to help Central wash understand the needs of its customers .
15-Q7	(C) Explain two limitations of using interview as a means of choosing beauty consultants for the beauty centre.
14-Q4	Briefly describe three sampling techniques that can be used in marketing research . (6 marks)
13-Q7	(b) Give three types of data collection method that Miss Ma can (fast food chain) use in conducting the market research. Explain each with an example. (6 marks)

