

South Tuen Mun Government Secondary School
Business, Accounting and Financial Studies
#2_Role of Marketing: Short Questions 1

Name: _____

Class: _____ No(_____)

1. What is the marketing concept? Explain how a large mobile phone manufacturer can apply the marketing concept. (4 marks)

2. a) identify the target market for a cinema. (1 mark)

b) List two of the satisfaction that the target customers in part (a) get when they watch movies in the cinema. (2 marks)

3. Suggest one strategy for a telecommunications company if it wants to

a) enhance its competitive position in the mobile communications market; (2 marks)

b) Maintain its competitive position in the mobile communications market. (2 marks)

4. Assume the **Good Decoration** is a local lifestyle store selling furniture, home decoration accessories, and designer items. With reference to the strategy **Good Decoration** uses, explain if it is a market follower.

(4 marks)

#2_Role of Marketing: Short Questions

- 1 The marketing concept emphasises the identification of the target market's needs and wants, and better delivery of the desired satisfaction than its competitors. (2 marks)

For example, in view of the increasing customer demand for more communications and multimedia functions for their mobile phones, large mobile phone manufacturers (e.g., Apple, Samsung) continue to launch new models with advanced functions. These manufacturers are applying the marketing concept in order to deliver more satisfaction to their customers than their competitors. (2 marks)

(Any other reasonable examples)

- 2 a The target market for a cinema is an audience who watches movies at the cinema. (1 mark)
- b Different audiences want to satisfy different needs when they go to movies at the cinema. Satisfactions that they get include:
- enjoying their favourite movies (1 mark)
 - gathering with their friends or family members (1 mark)

(Any other reasonable answers)

- 3 a The telecommunications company may increase its market share to enhance its competitive position. It may carry out aggressive promotional activities to other service providers' subscribers. It may also offer financial incentives (e.g., a tariff discount) to attract these subscribers to switch to its services. (2 marks)

- b The telecommunications company may protect its current market share to maintain its competitive position. It may offer value-added services to its existing subscribers. When the service contracts of the existing subscribers are going to expire, it may offer a tariff discount and gifts to persuade them to renew their service contracts.

(2 marks)

- 4 A market follower is a company that is satisfied with its existing market share and merely follows what other major players do. (2 marks)

Good Decoration sells not only furniture and home decoration accessories, but also designer items. As not many furniture stores sell designer items, Good Decoration is not following what other furniture stores do. Therefore, it is not a market follower.

(2 mark)

#3_Role of Marketing: Short Questions

1. The major organisational structures used to organise marketing activities include:
 - Functional organisation: all marketing activities are arranged by functions (e.g., marketing administration, advertising and sales promotion). The head of the marketing department, i.e., the marketing vice president or marketing director, is responsible for overall coordination.
 - Geographical organisation: regional managers are assigned to look after their respective regional markets. They are responsible for some or all of the functional activities.
 - Product organisation: product managers are assigned to look after their respective groups of products. This organisational structure usually involves having product managers support the functional managers.
 - Market-management organisation: marketing managers are assigned to look after their respective customer groups.

2. A market follower is a company that is satisfied with its existing market share and merely follows what other major players do. (2 marks)

Good Decoration sells not only furniture and home decoration accessories, but also designer items. As not many furniture stores sell designer items, Good Decoration is not following what other furniture stores do. Therefore, it is not a market follower.

(2 mark)

3. The 'values' that Samsung's customers can gain from its Galaxy series are that they can use the phone to make phone calls, take photos and access the Internet. If they have downloaded some mobile apps, they can also use a wider variety of functions such as instant communications and photo editing, etc.

In addition to various physical functions, Samsung's customers may also gain from the 'value' of being socially accepted by their peers. Their friends may envy them for owning such a trendy product.

The 'value' Samsung gains is the revenue it receives from selling its Galaxy products.

4. **The process of exchanging values at my school:**

Step 1: The school identifies students' needs to acquire knowledge, achieve all-round development and attain good examination results, especially in public examinations. Based on this, the school designs various courses accordingly.

Step 2: Students then enrol in the school by paying school fees.

Step 3: After attending classes in the school, students would then be able to acquire knowledge, achieve all-round development as well as attain satisfactory examination results (value for students).

Step 4: The school would, in turn, gain a reputation and enjoy an increasing number of applications, as well as receive more revenue (value for the school).

South Tuen Mun Government Secondary School
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#3_Role of Marketing: Short Questions 2

Name: _____ Class: _____ No(_____)

1. Describe TWO major organizational structures for organizing a company's marketing activities.

2. Assume the Good Decoration is a local lifestyle store selling furniture, home decoration accessories, and designer items. With reference to the strategy Good Decoration uses, explain if it is a market follower.
