

Name:

Class:

1.3 - Marketing Mix and Strategy

Test your knowledge of Theme 1.3 by working out whether the following statements are true or false. Ensure that you consider each statement carefully before selecting a response. Precise knowledge is essential for success in A Level Business!

1- The three elements of the design mix are function, aesthetics and promotion.	T	F
2- The marketing mix is comprised of price, promotion, place and product.	T	F
3- Businesses can build a strong brand by maintaining a good reputation and creating a unique selling point (USP).	T	F
4- Emotional branding involves appealing to people's emotions and aspirations so that they buy a product in order to achieve a desired lifestyle.	T	F
5- Price skimming is a strategy in which businesses set a low initial selling price to build market share and then raise it over time.	T	F
6- Cost-plus pricing is an illegal pricing strategy in which a business deliberately lowers prices to force a competitor out of business.	T	F
7- 'Place' in the marketing mix refers to the route the product takes from the manufacturer to consumer.	T	F
8- Wholesalers buy in bulk and supply retailers.	T	F

9- B2B businesses sell directly to consumers.	T	F
10- Online distribution involves the streaming or downloading of digital content.	T	F
11- The stages in the product life cycle are development, introduction, growth and discontinuation.	T	F
12- The purpose of an extension strategy is to prolong the product lifecycle.	T	F
13- It is always cheaper to develop new products than invest in extension strategies.	T	F
14- The Boston Matrix is a tool that allows businesses to analyse their product portfolio.	T	F
15- 'Cash cows' are products with high market share in markets that are rapidly growing.	T	F
16- 'Question marks' (or 'problem children') have high market share but are in low-growth markets.	T	F
17- Products categorised as 'dogs' will always make less money than products categorised as 'stars'.	T	F
18- 'Dogs' are products with low market share that are in low-growth markets.	T	F
19- The circles on the Boston Matrix represent the products. The larger the circles, the higher the sales revenue.	T	F
20- Niche marketing strategies target a smaller market segment.	T	F