

Growing, but losing ground? The nature of marketing

AS Level 3.1 The nature of marketing

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Running case: Saffra Foods, Pune · 60 minutes

How this topic is examined

Paper 1 • Business concepts • 40 marks

Define the term market growth / niche market [2]

Explain two factors that influence supply [3]

Analyse one advantage of mass marketing [5]

Essay: Analyse [8] • Evaluate whether... [12]

Paper 2 • Business decision-making • 60 marks

Explain the term market share (line x) [3]

Calculate market share or market growth [3]

Analyse one advantage and one disadvantage... [8]

Evaluate the importance of CRM to... [12]

Typical questions on this topic

Define the term psychographic market segmentation. [2]

Explain one implication for [business] of a fall in market share. [3]

Analyse two advantages to a business of niche marketing. [8]

Evaluate whether [business] should make greater use of segmentation. [12]

Evaluate whether CRM is suitable for all small businesses. [12]

By the end of this lecture you can...

- 1 Explain marketing objectives and how they link to corporate objectives.
- 2 Explain the factors affecting demand and supply, and how they set price.
- 3 Compare markets and product vs customer orientation; calculate share and growth.
- 4 Explain how B2C and B2B marketing differ.
- 5 Compare mass and niche marketing, and the methods of segmentation.
- 6 Evaluate the costs and benefits of customer relationship marketing (CRM).

END OF PREVIEW

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