

Right product, right price, right message, right place: the marketing mix

AS Level 3.3 The marketing mix

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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 price discrimination [2]

Explain one way to extend a product's life [3]

Analyse one reason for cost-based pricing [5]

Essay: Analyse [8] • '...' Evaluate this view [12]

Paper 2 • Business decision-making • 60 marks

Explain the term USP (line x) [3]

Calculate revenue or a promotion cost [3]

Analyse an advantage and a disadvantage... [8]

Evaluate the usefulness of digital promotion [12]

Typical questions on this topic

Define the term channel of distribution. [2]

Explain two disadvantages to a business of competitive pricing. [3]

Analyse two benefits to a business of using a Boston Matrix. [8]

Evaluate whether [business] should introduce price skimming. [12]

'Packaging is the most effective promotion method for...' Evaluate this view. [12]

By the end of this lecture you can...

- 1 Explain the 4Ps and the customer-centred 4Cs.
- 2 Explain product features, development, differentiation and USP.
- 3 Use the product life cycle and the Boston Matrix to make portfolio decisions.
- 4 Compare seven pricing methods and when each is useful.
- 5 Evaluate promotion methods, including digital, packaging and branding.
- 6 Compare physical and digital channels, and judge a coordinated mix.

END OF PREVIEW

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