

# 3.5 Marketing

What is the role of marketing?  
 1.  
 2.  
 3.

State two examples of primary research:  
 1.  
 2.

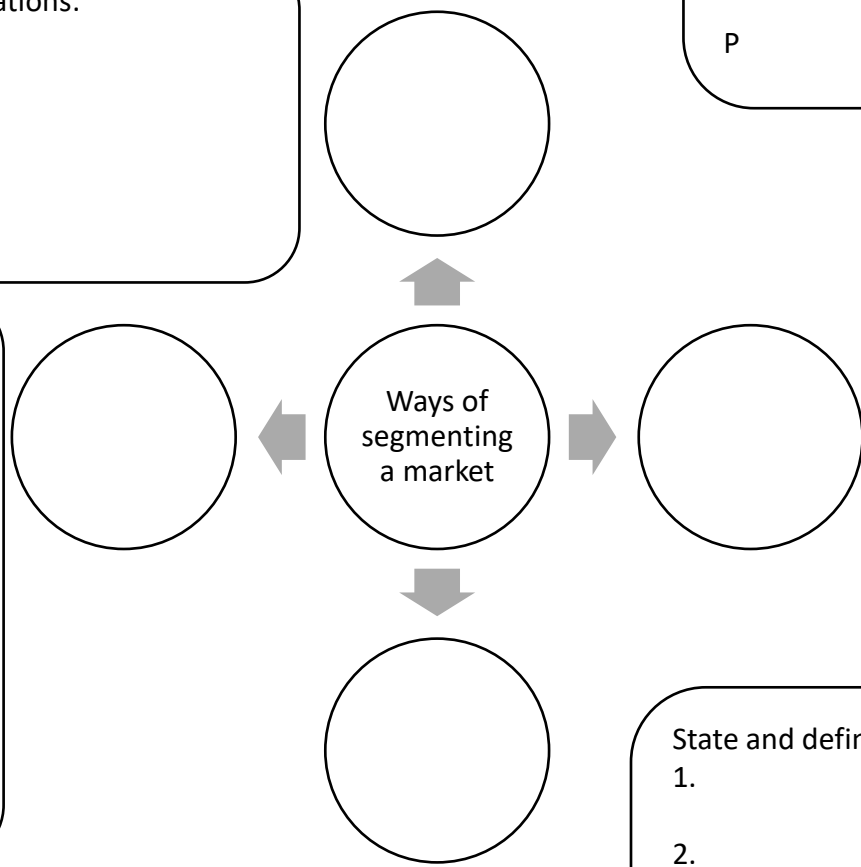
State and define the elements of the marketing mix:  
 P  
 P  
 P  
 P

Define the following terms:  
 Need:  
 Want:  
 Customer:  
 Consumer:

State the following equations:  
 Market growth:  
 Market share:  
 Market size:

List 4 types of promotional activity  
 1.  
 2.  
 3.  
 4.

What is promotion used for?



Label and explain each section of the Boston Matrix below:


Define:  
 E-commerce:  
 M-commerce:

State and define the 5 pricing strategies:  
 1.  
 2.  
 3.  
 4.  
 5.

Illustrate two different distribution methods:

	Primary Research	Secondary Research
Definition		
Benefit		
Drawback		

Define and give a pro/con for the following:  
 Quantitative research:  
 Qualitative research:

