



3.3 Marketing Mix

What is the process of product development?

1. Identify market gap
2. Develop product concept
3. Determine cost of production
4. Design product, process, branding and packaging
5. Test market (focus group)
6. Product launch

What are the stages of product life cycle analysis?

1. (Product) Launch
2. Growth
3. Maturity
4. Decline
5. Extension

Click [HERE](#) to find the marketing objective and strategies at each stage of product lifecycle

What are the examples of extension strategies?

1. Product line extension (new colours, sizes)
2. New advertising campaign
3. Access new markets (i.e in another country)
4. Online sale
5. Include extended warranty periods

What are the different pricing strategies and their methods?

1. Cost-based pricing
 - a. Cost-plus pricing
2. Demand-based pricing
 - a. Price skimming
 - b. Penetration pricing
 - c. Psychological pricing
 - d. Promotional pricing
 - e. Dynamic pricing

What are the different distribution channels?

1. Producer => Customer
2. Producer => Retailer => Consumer
3. Producer => Agent => Retailer => Consumer
4. Producer => Agent => Wholesaler => Retailer => Consumers
5. Producer => Wholesaler => Retailer => Consumers



UNIT 2 – MARKETING

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What are the different promotional methods?

1. **Above-the-line promotion** – suitable for mass market (i.e television, radio, newspapers, mobile phones and etc.
2. **Below-the-line promotions** – personalized/niche market (i.e direct selling, direct email/mail, influencers/celebrity endorsements, public relations)

What are the forms of advertising?

1. Informative advertising
2. Persuasive advertising

What are the types of above-the-line promotion? (advertising media)

1. National newspapers
2. Regional and local newspaper
3. Magazines
4. Radio
5. Television
6. Movies
7. Posters and billboards
8. Internet
9. Leaflets
10. Others

What are the types of below-the-line promotion?

1. Publicity
 - a. Sales literature
 - b. Signage/Billboards
 - c. Product endorsement
 - d. Product placement
 - e. Trade shows/Exhibitions
2. Public Relations
 - a. Sponsorship
 - b. Donations
 - c. Fundraising events
 - d. Press releases
3. Point-of-sale promotions
4. Sales incentives
 - a. Coupon/Vouchers
 - b. Contests
 - c. Loyalty programs
5. Direct mail
6. Personal selling
7. After-sales care

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