IGCSE BUSINESS STUDIES • EXERCISE SHEET

3.4 Marketing strategy

Name: ____________ Class: ________ Date: __________ **Total: 19 marks**

KEY WORDS marketing strategy 营销策略 • legal controls 法律管制 • international market 国际市场 • tariffs 关税 • consumer protection 消费者保护

Objective

Build the skills to answer exam questions on **marketing strategy 营销策略** — using the **four Ps** together, **legal controls 法律管制** on marketing, and selling in an **international market 国际市场**.

You must be able to:

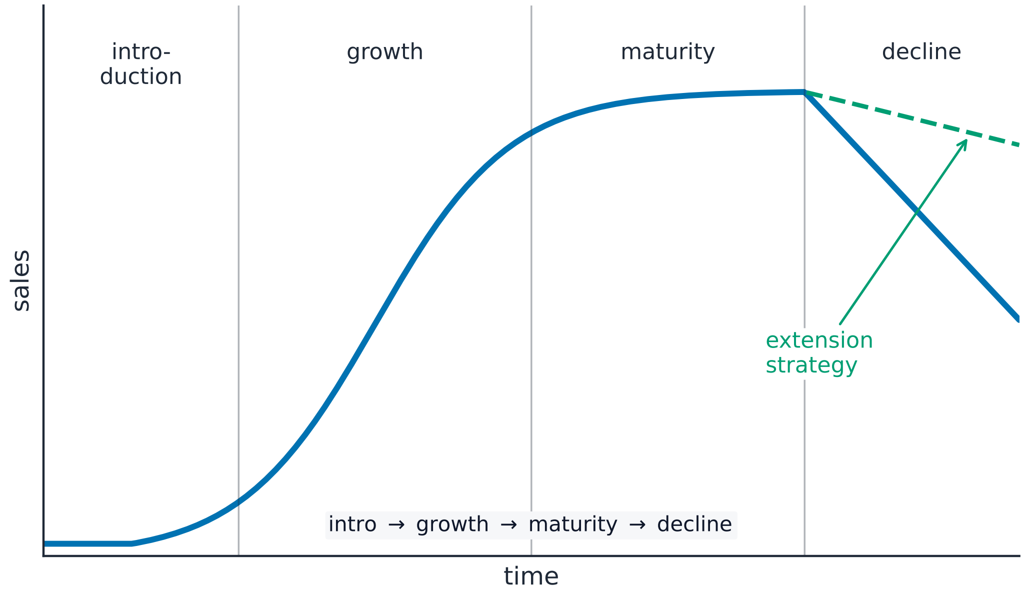
- explain how the four Ps fit together in a marketing strategy
- describe legal controls on marketing
- analyse the opportunities and problems of selling abroad

1 Worked examples

A joined-up marketing strategy

The four Ps must fit each other and the target customer

- **Marketing strategy 营销策略**: a plan using the four Ps together to meet objectives — e.g. a luxury product needs a high price, smart packaging and image-based adverts.



A strategy changes the mix across the product life cycle — extension strategies revive maturing sales

- **Legal controls** 法律管制: **consumer protection** 消费者保护 (no unsafe goods) and bans on **misleading** 误导 adverts.
- **International markets** 国际市场: more customers and higher sales, but different tastes, **tariffs** 关税 and local competition.

Answer shapes: K + App + An + Ev (a justified judgement, for "do you think" questions).

2 Practice

2.1 Define the term *marketing strategy*. [2]

2.2 Identify two legal controls on marketing. [2]

2.3 State one problem a business may face when selling in another country. [1]

3 Exam-style questions

3.1 Identify two opportunities of selling in an international market. [2]

3.2 Explain why the four Ps of the marketing mix must fit together. [6]

3.3 Do you think a business should always sell its products in other countries to grow? Justify your answer. [6]

Solutions

IGCSE Business answers are marked by **level of response**: award **K** knowledge, **App** application, **An** analysis and **Ev** a justified judgement.

2.1 a plan that uses the four Ps together to reach the business's marketing objectives (2 for a clear definition; 1 for a partial idea).

2.2 any two of: consumer protection laws (no unsafe/faulty goods); a ban on misleading promotion (1 + 1).

2.3 any one of: different languages and tastes; higher transport costs; foreign laws and tariffs; strong local competition (1).

3.1 any two of: more customers; higher sales; spreading risk across markets (1 + 1).

3.2 *[6]* K 1 + An up to 5 — each P sends a message about the product; if they clash (e.g. a high price but cheap packaging), customers are confused and the product fails → when the Ps fit (a high price *with* quality packaging, smart shops and image adverts), they reinforce each other → the product sells well to the target customer.

3.3 *[6]* Both sides + judgement. **For:** selling abroad brings many more customers, higher sales and spreads risk. **Against:** different tastes and languages, transport costs, tariffs and tough local competition can make it costly and risky, especially for a small firm. **Judgement (Ev):** selling abroad can help a business grow, but only if it can adapt to the new market and afford the costs — it is not always the best route; it depends on the firm's size and the market.