**Marketing Mix: product, price, place and promotion**

**Total Time: 25-30 min**

**Total marks: 15 marks**

Choose one word from the work bank given below that can explain each of the following statements: ( /11)

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| Word bank:  Distribution, direct sales, sales, elastic, budget, aim, skimming, design, price, segment, needs |

1. This is the amount of money available for marketing activities. \_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Marketing tries to convert consumer wants into these. \_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Demand is said to be this when very responsive to a change in price. \_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. A method of pricing which might be used for a unique product. \_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Middlemen are found in the channel of. \_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Part of a market. \_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. Buy-one-get-one-free is an example of promotion. \_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. An element of the marketing mix. \_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. When goods are sold by the producer to the consumer without any middlemen. \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
10. Changing this might be an extension strategy for a product. \_\_\_\_\_\_\_\_\_\_\_\_\_\_
11. Attracting more customers is a promotion \_\_\_\_\_\_\_\_\_\_\_\_\_\_

12. Horologe is a manufacturer of watches. It produces a range of watches aimed at different segments of the market. Horologe sells all of its watches through wholesalers. At a recent board meeting the Marketing Director said ‘we should consider using e-commerce to sell our products’.

**a** Identify and explain **two** benefits to Horologe of market segmentation. ( /2)

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**b** Identify **one** advantage and **one** disadvantage to Horologe of using wholesalers to distribute its products. ( /2)

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