



Name: _____ Date: _____

Chapter 24: Base knowledge worksheet

Full sentence answers are **not** required: SL 20 marks, 20 minutes

HL 20 + 4 marks, 24 minutes

- 1 What are the **two** ways of measuring market size? (2)
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- 2 List **four** changes that may cause the market for a product to grow. (4)
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- 3 Give an equation for market share. (1)
- 4 State **two** benefits of being the brand leader. (2)
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- 5 Define the term 'industrial markets'. (1)
- 6 What is the term for marketing that focuses on selling to the final, non-business, user of a product? (1)



- 7 List **three** particular factors that have to be considered when marketing services. (3)
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- 8 Explain the term 'market-oriented marketing'. (2)
- 9 Explain the term 'product-oriented marketing'. (2)
- 10 Give **two** reasons for producing a marketing plan. (2)
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- 11 **(HL)** What is asset-led marketing? (2)
- 12 **(HL)** What does social marketing try to do? Give an example. (2)