



Name: _____ Date: _____

Chapter 25: Base knowledge worksheet

Full sentence answers are **not** required: SL 53 marks, 53 minutes

HL: 53 + 13 marks, 66 minutes

- 1 What are the **four** key Ps of marketing? (4)
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- 2 What are the **three** additional Ps that mostly relate to marketing services? (3)
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- 3 Define 'marketing mix'. (2)
- 4 State **three** main factors that need to be taken into consideration when deciding the marketing mix of a product. (3)
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- 5 What is a marketing audit? (1)



6 What are the **three** key features of a marketing audit? (1)

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7 List **five** types of information that market research is generally used to find out. (5)

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8 What are the **four** main features of primary market research? (4)

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9 What are the **four** main features of secondary market research? (4)

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10 Give **four** commonly used sources of secondary data. (4)

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11 List **three** primary market research techniques. (3)

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12 State and explain **five** sampling techniques. (10)

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13 What is differentiated marketing? (2)

14 State and explain the **three** main ways in which a market can be segmented. (3)

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15 What is market positioning? (2)



16 Define the term 'corporate image'. (2)

17 (HL) State Porter's Five Forces and indentify the key force though which the others act. (5)

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18 (HL) Give **three** instances in which competitive rivalry is likely to be high. (3)

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19 (HL) What are the **three** main decisions that a model such as Porter's Five Forces may be used to make? (3)

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20 (HL) What is a time-series analysis of sales data? (2)