

Higher Business Management
Management of Marketing and
Operations

Revision Questions

Marketing and Customers

1. Describe two customer segments.

2. What factors influence consumer behaviour?

3. Distinguish between product-led and market-led organisations.

Market Research

1. Outline three pieces of information that may be gathered during market research and suggest ways in which these pieces of information may be used by a business to improve effectiveness.

2. Outline two drawbacks from sampling.

3. Outline three methods of sampling.

4. What factors determine which method of sampling to be used?

5. Distinguish between quota sampling and random sampling.

6. Outline two methods of field research.

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7. Outline two disadvantages and two benefits of field research.

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8. Outline two methods of desk research.

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9. Give two disadvantages and two benefits of desk research.

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10. Describe four methods of field research.

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11. Describe and justify three market research techniques that an organisation could use to assess customer satisfaction. (A different justification should be used each time.)

Marketing Mix

1. What are the three additional Ps of the extended marketing mix?

2. What role do employees play in the 'people' part of the extended marketing mix?

3. What physical features should customers experience in the 'physical evidence' part of the extended marketing mix?

Product

1. Describe the stages of the product life cycle.

2. Describe two product extension strategies.

3. Explain the term product line portfolio.

4. Give two disadvantages and two benefits of a diversified product portfolio.

5. Give two examples of businesses that offer a diversified product portfolio.

6. Describe the four main stages of the product life cycle.

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7. Describe the effect of each stage on profits.

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8. Explain how various methods of extending a product's life cycle can increase sales.

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Place

1. Describe two channels of distribution.

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2. Outline two benefits of using wholesalers.

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3. Outline two benefits of using retailers.

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4. Name three methods of distribution of finished products.

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5. Outline two disadvantages of transporting by sea.

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6. Describe the reasons why some manufacturers sell their products to retailers rather than directly to customers.

7. Describe the advantages and disadvantages of methods of physical distribution that a producer could use to get their product to consumers.

8. Explain the advantages and disadvantages of using a wholesaler.

Promotion

1. Distinguish between 'into the pipeline' and 'out of the pipeline' promotions.

2. Explain 'above the line' and 'below the line' advertising.

3. Explain the impact of social media advertising.

4. Explain what ethical marketing is.

5. What can customers do if they feel adverts are misleading?

6. Organisations use various forms of advertising media to bring their products to the attention of consumers. Describe and justify different forms of advertising media.

Inventory (Stock) Management

1. What is meant by JIT stock control?

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2. Outline two disadvantages and two benefits of JIT stock control.

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3. Explain the role of suppliers in a JIT stock control system.

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4. Explain the terms maximum and minimum stock.

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5. Describe the features of a suitable stock warehouse.

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6. Explain the problems that can arise from 'under' and 'over' stocking.

7. Discuss the use of just-in-time production.

Production Methods

1. Distinguish between labour intensive and capital intensive production.

2. Distinguish between mechanism and automation.

3. Give examples of job, batch and flow production.

4. Outline one advantage and one disadvantage of batch production.

5. Outline one advantage and one disadvantage of flow production.

6. Describe three different types of production that could be used by an organisation.

7. Explain the advantages and disadvantages of using job production.

Quality

1. Outline the meaning of the term quality.

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2. Describe the following - quality control, quality circles.

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3. How does total quality management ensure customer satisfaction?

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4. Describe how benchmarking works.

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5. What are the advantages of using a mystery shopper?

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6. Describe quality management systems that can be used within an organisation.

Ethical and Environmental

1. What is meant by fair trade?

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2. Give two examples of Fairtrade products.

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3. Outline one disadvantage and one benefit of Fairtrade.

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4. What is meant by ethical behaviour?

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5. Outline one benefit to a business from using ethical operations.

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6. Outline two actions that businesses should avoid in order to help the environment.

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7. How does recycling help the environment?

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8. Explain how reducing packaging and energy helps businesses and the environment.

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Technology

1. What is meant by CAD?

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2. What are the advantages of using CAM?

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3. Explain how EPOS can be used for stock control.

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4. Explain how EPOS can be used for Marketing.

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5. How can customers benefit from EPOS systems at home?

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6. Outline two ways of carrying out an electronic survey.

7. Outline two drawbacks of an electronic survey.

8. Give one advantage to customers from Internet direct sales.

9. Outline two advantages to a business from targeted online advertising.

10. Explain the term 'electronic viral marketing'.

11. It is becoming more popular to purchase products online. Explain the advantages to an organisation of selling products over the Internet.