

# Principles of Business for CSEC®

## 2nd edition

### Answers to Chapter 6: Marketing “Setting the scene” answers

1. Market research reports provide a business with lots of useful detail about the market they wish to enter, e.g. the number of customers, how often they make purchases and where, what sorts of prices they are prepared to pay, who the main competitors are etc. These reports would furnish the fashion retailer with a greater insight into the market in which they hope to operate.
2. Questions that a small fashion retailer might want to ask include:
  - (a) Are customers satisfied with the current range of shops supplying the fashion trade?
  - (b) What do shoppers feel is missing in terms of fashion clothes provision in the local market?
  - (c) How often do they make purchases, and how much do they spend on fashion items in a typical week?
  - (d) How much do they currently spend on specific fashion items?
  - (e) Would they be prepared to pay more for higher quality products?

These are examples of some of the questions that the retailer might want answering through market research. Asking a sample of the relevant population that the retailer is targeting will help the retailer to know whether it is worth entering the market, what section of the market to target, and how to adjust their business.

### “Now try these” answers

#### 6.1 Explain the concepts of markets and marketing

1. This will be unique for each student. An example might include: an electronics store, the local fruit and vegetable market, the market for train travel, the market for specialist foods, a souvenir shop, and the market for music lessons.
2. This will be unique for each student. Two products targeted at a mass market could be bananas and rice, as these are staple items that are often bought by the majority of the population. Two products targeted at a niche market could be certain video games and a certain style of shoe, as these are only bought by a small and specific section of the population.
3. This will be unique for each student.

#### 6.2 Explain marketing activities

1. Answers will vary, but one example is to ask customers who have purchased the product from a local store to fill out a questionnaire.
2. This will be unique for each student.
3. This will be unique for each student.
4. **Business in action:** This will be unique for each student.

# Answers To Virtual Business Chapter 6

**Hussin A.Rothana**



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