Total Mark: /25

Name:\_\_\_\_\_\_\_\_\_

Answer following short answer questions. Each question is worth 1 mark. [Total of 10 marks]

1. What does SWOT stand for? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Which component(s) of SWOT is internal? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Which component(s) of SWOT is external? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Provide an example of strength: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Provide an example of threat: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Define Market Segmentation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. Dividing population based on age is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ segmentation.
8. Dividing population based on life style is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ segmentation.
9. What is Frame of Reference? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. What is Point of Differentiation? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer following questions. [Total of 15 marks]

1. List strategic planning process in order. (3 marks)

1)

2)

3)

1. List market selection process in order. (3 marks)

1)

2)

3)

1. Below is the template for positioning statement. Fill in the blanks. (5 marks)

For [\_\_\_\_\_\_\_\_\_], the [\_\_\_\_\_\_\_\_\_] is the [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] among all [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_] because [\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_].

1. List all the components of Marketing Mix. (4 marks)

a)

b)

c)

d)