

Homework (1)

1-The four Ps and the four Cs

Task 1: Susanna Chang continues to talk about her organization. Find which ‘P’ of the marketing mix in A opposite she is referring to in each of her statements.

1-We want to offer calls at a lower cost than our competitors.

2-We don’t put our own brand on mobile phones, but we sell phones for use on different call plans: both pre-paid and monthly-paid billed customers.
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3-We advertise heavily on television and in the national press.

4-We have our own high-street outlets , and we also sell through the big electrical goods stores.

5-We phone existing customers to try to persuade them to buy more sophisticated phones which have a higher profit margin.

6-We sponsor classical music concerts.

Task 2: A mobile phone customer is talking about a recent mobile phone purchase. Find which ‘C’ in B opposite he is referring to in each of his statements.

1-I was looking for a phone that gives me Internet access.

2-I wanted the phone to be delivered to my door.

3-I had some questions about how to use the phone, so I phoned the customer helpline. They were very helpful.

4-My budget’s limited - I had the money to buy a phone or a computer, but not both.

5-I love the modern design of the phone. I was looking for something that looks fashionable and up-to-date.

6-I like the TV advertisements - I only noticed them after I bought the phone, but they persuade me that I'd made the right choice.

Task3 : look at the expressions in A and B opposite and say if these statements are true or false.

1-Another word for a shop is a 'let-out'.

2-Distribution channels are used to get goods from producers to consumers.

3-A product or service, or a combination of these sold together, is an offering.

4-The four Ps are also referred to as the marketing mix.

5-Sellers with a customer focus are only concerned with technical excellence of their products as an end in itself.

2- Customer satisfaction

Task: Match the two parts of these sentences containing expressions from A opposite.

- 1- There is overwhelming evidence that customer satisfaction is correlated
- 2- With our customer loyalty scheme,
- 3- The financial services industry is struggling, partly because
- 4- The Internet services provider has introduced flat-rate
- 5- Excellent product quality has helped them to build strong customer alligiance and
- 6- Customer delight is more

- a.** Any existing borrower who moves home and continues to borrow with us is entitled to a one per cent discount.
- b.** With employee satisfaction.
- c.** Prices in an attempt to stop customer defections.
- d.** Of customer dissatisfaction with high charges.
- e.** Than just mere satisfaction.
- f.** Increasing market share.

1	2	3	4	5	6