53. ANSWERS – Marketing Mix

1. strategy … 4 … price … needs

**2.**

A. Product – 2, 5, 9

B. Price – 1, 7, 11

C. Promotion – 4, 6, 10, 12

D. Place – 3, 8

3.1 **T**actics

3.2 **R**etailer

3.3 **A**dvertising

3.4 **D**istribution

3.5 **E**lastic

4.1 The spending on sales promotions may be more effective than on advertising (at least in the short term).

4.2 Be identifying 2 regions where sales are comparable, then doubling sales promotion spending in one of the areas.

4.3 Because spending on sales promotions tends to be short-term, with little long-term pay-back; advertising is more likely to build a strong brand.

5.1 PACKAGING

5.2 ADVERTISING

5.3 PRODUCT