

Chapter 16 PP Q's Market Analysis

Market Research - Field / Desk

Market Segmentation (types, implications)

Niche Markets

Marketing Concept

The Business Guys

2013 Q7 (A)

Read the information supplied and answer the questions which follow.
An Irish company, 'All-Weather Wellies Ltd' identified a niche market for colourful wellington boots of all sizes. The wellington boots are sold mainly on-line to people who enjoy the 'great outdoors' and festival-goers. The company wishes to expand and add accessories, such as, umbrellas, scarves and hats to the product range.

Outline the market research techniques available to 'All-Weather Wellies Ltd' for developing its product range. (20 marks)

MS: 2 techniques @ 10 marks (2+3+3 +2)

E.g.

E.g.

*The Business Guys***2009 – Short Q4**

Explain the terms 'desk research' and 'field research'. Use one example of each to support your answer.

1.

2.

The Business Guys

2020 Q5 (B)

Describe the reasons why a business conducts market research. (20 marks)

MS: 4 x 5m (2+3)

OR

2010 Q7 (A)

Companies which invest in marketing in downturns benefit more when market conditions begin to pick up.

Discuss the reasons why businesses carry out market research. (15 marks)

MS: 3 @ 5 marks (2 + 3)

The Business Guys

2016 Q7 (A)

Stitch Express is a business set up by Alex Dunne originally offering clothing alterations, dress restyling and repairs. The business has grown and Alex believes it is time to update his marketing strategy. Following market research, Alex introduced a dry cleaning service. There are a few competitors in the market, so Alex decided to review his pricing and promotion policies. Alex believes he will need to rebrand the business, as a result of introducing the dry cleaning service.

(i) Outline the advantages **and** disadvantages of using secondary (desk) research techniques for collecting information on a market.

(ii) Illustrate **one** source of desk research **and one** source of field research that Stitch Express might use, giving a reason for your answer in **each** case.

MS: (i) 3 x 5m (2 + 3) At least one of each required (ii) 2 x 5m (2 + 2+1) give a reason in each case

(i)

Advantage/Disadvantage _____

Advantage/Disadvantage _____

Advantage/Disadvantage _____

(ii) _____

E.g. _____

E.g. _____

The Business Guys

2015 Q7 (C)

- (i) Define the term market segmentation
 - (ii) Illustrate two methods a business could consider to segment its market.
- (15 marks)

MS: 5m (2+3) 2 @ 5m (1+2+2)

(i) _____

(ii) _____

E.g. _____

E.g. _____

The Business Guys

2018 Q7 (B)

Read the information supplied and answer the questions which follow.
Irish people are spending more on chocolate than ever before - and market experts say movie streaming services like Netflix could be partly to blame for our increased spend on chocolate, as more of us stay in with treats to watch a movie or our favourite TV show. Source: Irish Independent, July 2017

- (i) Discuss the benefits for a large chocolate manufacturer of engaging in **market segmentation**.
- (ii) Illustrate **two** different ways the **chocolate market** could be segmented.
 (20 marks)

MS: (i) 2@5(2+3); (ii) 2@5(2+2+1)

(i) _____

(ii) _____

 E.g. _____

 E.g. _____

The Business Guys

2013 Q7 (B)

(i) Explain the term 'market segmentation' with reference to 'All-Weather Wellies Ltd'.

(ii) Discuss the reasons why the marketing department of 'All-Weather Wellies Ltd' might engage in market segmentation. (20 marks)

MS: (i) 6m (3+3) (ii) 2 reasons @ 7 marks (4+3)

(i) _____

(ii) _____

Link

Link

The Business Guys

2009 Q7 (B)

- (i) Explain the term 'market segmentation', illustrating your answer with reference to Olympian Ltd.
- (ii) Outline **two** benefits to Olympian Ltd of segmenting the market. (20 marks)

(i) _____

(ii) _____

Link

Link

The Business Guys

2021 Q8 (C)

- (i) Define the term **market segmentation**.
- (ii) Illustrate **two** different ways a market can be segmented. (20)

MS: (i) 6 (3+3) (ii) 14 (7 + 7) (2 +3 +2)

(i) _____

(ii) _____

E.g. _____

E.g. _____

The Business Guys

2017 Q7 (A)

Fantasia Clothing Ltd

Amy Carroll noticed that a lot of children’s clothes available in the market are mini-versions of adult clothing. She identified a gap in the market for clothes which are bright, colourful and fun, designed specifically for children. She established Fantasia Clothing Ltd which, in two years, has earned a loyal customer base. Her unique designs, produced using quirky and comfortable fabrics, ensure her children’s clothing stand out in the saturated children’s clothing market.

- (i) Explain the term niche market with reference to Fantasia Clothing Ltd.
 - (ii) Illustrate the implications for a business operating in a niche market.
- (20m)

(i) _____

(ii) _____

 E.g. _____

 E.g. _____

 E.g. _____

The Business Guys

2020 Q6 (A) Read the information supplied and answer the questions which follow.

Gym Culture

Dan used a bank loan to finance the setting up of a gym near a local university in 2010. He wanted to offer a no-contract, pay-as-you-train option to students while also offering personal programmes. In 2018 he opened two new gyms. He hired five full-time staff and now offers classes aimed at men and women who are preparing for a special event like a wedding. He also offers buggy bootcamp classes for parents of new babies. Dan believes employee empowerment has been the key to his success.

- (i) Illustrate with reference to Gym Culture what a niche market is
- (ii) Outline the factors Dan’s bank would consider before granting a loan application.

MS: (i) 6m (3+3)

2019 – Short Q8

Explain the term niche market and provide an example to support your answer.

MS: 4,3,3

Example:

2020 Q7 (B)

- (i) Explain the term marketing concept.

MS: (i) 5m (3+2)
