Cambridge Assessment International Education

IB Diploma Programme

Name______________________________ Number____________ Date_________

1. **Case Study: UK Newspaper Market** (3 marks)

Instructions: Write a summary analyzing The Sun and Daily Mail performance (2000–2018).

Fact file

Decline of UK newspapers

In the UK the two (non-free) daily newspapers with the highest market share, measured by printed copies, are *The Sun* and the *Daily Mail*. Between 2000 and 2018, *The Sun* maintained its market share of 28 per cent and the *Daily Mail* increased its market share from 18 per cent to 43 per cent. However, do these figures show success? Because market size has declined, the average daily readership of *The Sun* has fallen from 3.6 million in 2000 to 1.5 million in 2018. *Daily Mail* readership has fallen from 2.4 million to 1.3 million. Furthermore, are these figures reliable measures of the newspaper market? As more consumers opt to use online newspapers and other sources of news information, the market becomes more difficult to measure.

Source: ABC (Audit Bureau of Circulations)

____

____

____

____

____

____

____

____

____

____

____

____

____

____

____

____

3. Fill in the Missing Words

Instructions: Complete the following sentences by filling in the missing words. Choose the correct answers from the options in the box below. (3 marks)

	Marketing Objective	**Sales Growth**	**Marketing**
Market Share	**Growth**	**Needs**	**Wants**

a. ______________________ refers to the increase in the number of units or revenue a company makes over time.

b. ___________________________ means understanding and meeting customer needs profitably.

c. ______________________ involves comparing your performance with that of other firms in the same industry.

d. _____________________________ is calculated by multiplying price per unit by quantity sold.

e. ____________ are essential products or services that a customer must have to solve a problem.

f. Marketing aims to identify customer ____________________ to develop targeted promotions.

4. True or False. Write True **or** False **for each statement. (3 marks)**

Supermarket Data (Table 7.1)

g. Aldi's sales grew by +128.9% from 2013–2018. Answer: __________________

h. Tesco's market share increased from 29.7% to 27.6%. Answer: __________

i. Waitrose had higher sales growth than Lidl. Answer: ___________________

Car Market Data (Table 7.2)

j. : Vauxhall sold more cars than Mercedes in 2017. Answer: ______________

k. BMW's market share decreased from 2016–2017. Answer: _________

l. The total car market grew by 5.7% in 2017. Answer: ________________

-

5. What potential problems could Tesco face if it focuses only on sales growth and ignores market share.

____

____

____

____

____

____

____

____

____

____

6. Write down one marketing objective for BMW Motors.

____

____

____

____

____

____

____

____

____

____

____

____