Cambridge Assessment International Education

Diploma Programme

Name______________________________ Number_____________ Date_________

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

<u>Instructions:</u> 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)

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2. Matching Table

Instructions: Draw lines to connect each term with its correct example (3 marks)

Marketing Objectives	Apple advertises new iPhones using sleek, emotional storytelling
Market Growth	Nike aims to increase store presence in Asia by 50% in 1 year
Sales Growth	Apple iPhone sales increased from 200M to 230M units = 15% growth
Market Share	Tesla's EV share grew from 12% to 18% of global market in 1 year
	Sales rose from $200k to $240k = 20%
Marketing Objectives	Our sales $250k ÷ Total market $2M = 12.5%
Marketing	Increase sales by 15% in 6 months

3. Fill in the Missing Words

Instructions: 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. What potential problems could The Sun and Daily Mail face if they focus only on sales growth and ignore market share?

5. What would you do next year to improve market share if you were the CEO of a struggling brand?

Test Complete – Well done