



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)



Lined writing area for the student's response.

### 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)

<b>Marketing Objective</b>	<b>Sales Growth</b>	<b>Marketing</b>
<b>Market Share</b>	<b>Growth</b>	<b>Needs</b>
		<b>Wants</b>

- 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: \_\_\_\_\_



