

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
Marketing Objectives	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.

