

Marketing Planning Process and the Marketing Mix

IB Business Management 4.2 Marketing Planning | Trimester Assessment Worksheet

Worksheet	02 of 12
Recommended time	45 to 55 minutes
Total marks	35
Question types	Multiple choice, short answer, data response / case study, extended response
Focus	Marketing audit, objectives, strategy, implementation, and the role of the 7Ps in carrying out the plan.
Note	Original IB-style practice resource. Full answer key and marking guidance included at the end.

Student details

Name: _____ Class: _____ Date: _____

Instructions

Answer all questions. Use the case data where appropriate. Show clear reasoning in 4-mark, 6-mark and 10-mark responses. The answer key appears after the question pages.

Section A - Multiple choice [5 marks]

- In the marketing planning process, the purpose of a marketing audit is mainly to: [1]
 - Set a final selling price immediately
 - Review the current situation, resources and market context
 - Replace the need for objectives
 - Measure profit after the product launch
- Which of the following is part of the marketing mix? [1]
 - Liquidity
 - Promotion
 - Span of control
 - Delegation
- Which 7P refers to what customers see when they come into contact with the business? [1]
 - Physical evidence
 - People
 - Process
 - Place
- Which 7P most directly concerns the route by which ownership is transferred from producer to customer? [1]
 - Product
 - Place
 - Promotion
 - People
- Why is the marketing mix described as implementation? [1]
 - Because it replaces objectives with activities
 - Because it turns strategy into concrete actions that influence purchase decisions
 - Because it only refers to digital advertising
 - Because it is used only after sales targets are reached

Section B - Short answer [8 marks]

6. Define the term marketing mix. [2]

7. State two elements of the 7Ps that are especially important in service businesses. [2]

8. Explain why the marketing mix is important when implementing marketing strategy. [4]

Section C - Data response / case study [12 marks]

Case study - PulseFit

PulseFit operates a gym studio and a subscription fitness app. Its marketing audit found that awareness is low among adults aged 30+, free-trial users often fail to subscribe, and some customers complain that evening classes feel overcrowded.

Issue from audit	Planned action	Functional link
Low awareness among adults aged 30+	Run local radio ads and partner with two employers for workplace offers.	Finance approves the media budget.
Weak conversion from free trial to paid subscription	Simplify sign-up and add coach follow-up messages.	IT and HR support implementation.
Complaints about crowded evening classes	Cap class sizes and add two extra sessions per week.	Operations and HR must schedule instructors.
Mixed customer impressions of the reception area	Refresh signage and waiting area layout.	Physical evidence and operations are affected.

9. Identify one element of the marketing mix shown in the case. [2]

10. Explain one benefit to PulseFit of integrating the marketing plan with HR or operations. [4]

11. Analyse how poor coordination between the marketing plan and the marketing mix could reduce PulseFit's success. [6]

Section D - Extended response [10 marks]

12. Discuss whether strong implementation of the marketing mix matters more than writing a detailed marketing plan. [10]

Answer in continuous prose. Use relevant concepts, case/context references and a supported judgement.

Answer Key and Marking Guidance - Worksheet 02

Marketing Planning Process and the Marketing Mix

Markscheme note

These are original IB-style practice markschemes. Award credit for any other valid, well-applied response. For 4-mark questions, credit explained points. For 6-mark questions, reward developed chains of reasoning. For 10-mark questions, use the level descriptors and reward a supported judgement.

Section A answers

Q	Answer	Brief rationale
1	B	A marketing audit reviews the present position of the business and its market before planning decisions are made.
2	B	Promotion is one of the 7Ps of the marketing mix.
3	A	Physical evidence includes store environment, website appearance and other visible cues.
4	B	Place covers distribution and how the product reaches the customer.
5	B	The mix is the set of practical actions used to achieve the strategy.

Open-response markscheme

Question 6 [2]

Indicative answer: The marketing mix is the combination of marketing elements used to influence a customer's decision whether or not to buy a product.

Marking guidance: Award 1 mark for a partial idea and 2 for a clear definition including influence on customer purchase decisions.

Question 7 [2]

Indicative answer: Any two of: people; process; physical evidence.

Marking guidance: Award 1 mark per valid element, up to 2 marks.

Question 8 [4]

Indicative answer: A strategy gives overall direction, but the marketing mix shows what managers will actually do. Product features, pricing, channels, promotion and service elements translate the strategy into decisions customers experience. This makes the plan actionable and measurable rather than just aspirational.

Marking guidance: Award up to 2 marks for identifying the implementation role and up to 2 marks for developed explanation.

Question 9 [2]

Indicative answer: Any one valid element, such as promotion (radio ads), process (simplified sign-up), people (coach follow-up), physical evidence (reception redesign), or place/service availability (extra classes).

Marking guidance: Award up to 2 marks for one accurate identification with supporting case detail.

Question 10 [4]

Indicative answer: Integration helps ensure the service being promoted can actually be delivered. For example, if operations and HR do not add instructors and class capacity, extra promotion may create demand that PulseFit cannot satisfy. Coordinated planning improves customer experience and protects the brand.

Marking guidance: Award up to 2 marks for identifying the coordination benefit and up to 2 for linked explanation.

Question 11 [6]

Indicative answer: If the plan promises convenience, supportive coaching and improved class experience but the mix is implemented poorly, customers will notice a gap between promise and reality. A complicated sign-up process may reduce conversions, overcrowded classes may damage satisfaction, and weak promotion may fail to reach target adults. Poor

execution therefore lowers subscriptions, repeat purchase and word-of-mouth, reducing the effectiveness of the whole plan.

Marking guidance: Reward a developed causal chain linking weak implementation to lower customer satisfaction and weaker results.

Marks	Descriptor
1-2	Basic understanding with limited explanation.
3-4	Some application and analysis, but development is partial.
5-6	Developed, relevant analysis linked clearly to the case or context.

Question 12 [10]

Indicative answer: Indicative content: implementation matters because customers experience the 7Ps directly; even a good plan fails if execution is weak; however, without a sound plan the mix may be inconsistent, underfunded or poorly targeted; planning also coordinates operations, HR and finance; the best responses should argue that planning and implementation are interdependent, while making a clear judgement on which matters more in specific circumstances.

Marking guidance: Use the 10-mark rubric. Reward balanced analysis and a clear judgement.

Marks	Descriptor
1-2	Limited relevant knowledge; response is mostly descriptive or generic.
3-4	Some understanding and some application, but analysis is thin or uneven.
5-6	Clear understanding with relevant application and some developed analysis.
7-8	Good analysis with balanced discussion of benefits and limitations.
9-10	Well-developed, well-applied evaluation with a supported judgement or recommendation.