Role of marketing

Section I – Short Answer (20 marks)

| 1. | Define marketing. (2 marks) |
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| 2. | Explain the strategic role of marketing goods and services. (3 marks) |
| 3. | Explain why goods and/or services are central to both marketing and operations. (5 marks) |
| 4. | Distinguish between the production, selling and marketing approaches. (4 marks) |
| 5. | Define the following terms: (1 mark each) a. Resource market b. Industrial market c. Intermediate market d. Consumer market e. Mass market f. Niche market |



Section II – Extended response (20 marks)

Read the article from *Mumbrella*, http://mumbrella.com.au/niche-versus-mass-market-big-just-isnt-better-at-the-cinema-71288. Advise a local small cinema such as https://mumbrella.com.au/niche-versus-mass-market-big-just-isnt-better-at-the-cinema-71288. Advise a local small cinema such as https://mumbrella.com.au/niche-versus-mass-market-big-just-isnt-better-at-the-cinema-71288. Advise a local small cinema such as https://mumbrella.com.au/niche-versus-mass-market-big-just-isnt-better-at-the-cinema-71288. Advise a local small cinema such as https://mumbrella.com.au/niche-versus-mass-market-big-just-isnt-better-at-the-cinema-71288. Advise a local small cinema such as https://mumbrella.com.au/niche-versus-mass-market-big-just-isnt-better-at-the-cinema-71288. Advise a local small cinema such as https://mumbrella.com.au/niche-versus-mass-market-big-just-isnt-better-at-the-cinema-71288. Advise a local sapproach they should take to marketing. https://www.niche-versus-mass-market-big-just-isnt-better-at-the-cinema-71288. Advise a local sapproach they should take to marketing. https://www.niche-versus-mass-market-big-just-i