**Revision questions**

(25 marks; 25 minutes)

1 In your own words, explain the meaning of the term 'marketing'. (3)

2 Why do you think most firms decide to review their marketing strategy at regular intervals? (3)

3 What is meant by the phrase 'target market'? (2)

4 Outline two reasons why it is important for firms to be able to identify their target market. (4)

5 Outline one possible marketing objective for each of these companies:

a) Manchester United FC

b) easyJet

c) Topshop. (6)

6 Explain how market segmentation has helped companies such as BSkyB to improve their profitability. (3)

7 Explain how online advertising might help a business to focus its advertising spending on its target market.(4)