

Interviewer instruction:
Show the flash card to the respondent to familiarise him / her with the meaning of strategic marketing, strategic marketing planning & development and marketing strategy

SECTION C

Q 11: Does your organisation engage in **strategic marketing planning and development** using the product life cycle stages?

Yes	No
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V5067

Q 12: If yes, how often does your organisation do **strategic marketing planning and development**?

Monthly	Six monthly	Annually	Other
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V5168

Q 13: To what extent does the product life cycle concept influence **marketing strategy planning and development** in your organisation? *(Use the scale in such a way that "1" would indicate a very low influence and "5" an extremely high influence).*

Very low influence				Extremely high influence
1	2	3	4	5

V5269

Q 14: What **degree of control** does the organisation have over the following marketing mix instruments. **(Use the scale in such a way that a “1” would indicate no degree of control and “5” would indicate a full degree of control).**

Interviewer instruction:
Show the flash card to the respondent to familiarise the respondent with a description of each marketing mix instrument



Marketing mix instruments	No control					Full control				
	1	2	3	4	5	1	2	3	4	5
Product	1	2	3	4	5	1	2	3	4	5
Price	1	2	3	4	5	1	2	3	4	5
Place	1	2	3	4	5	1	2	3	4	5
Promotion	1	2	3	4	5	1	2	3	4	5
People	1	2	3	4	5	1	2	3	4	5
Processes	1	2	3	4	5	1	2	3	4	5
Physical evidence	1	2	3	4	5	1	2	3	4	5

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V55	<input style="width: 100%; height: 20px;" type="text"/>	72
V56	<input style="width: 100%; height: 20px;" type="text"/>	73
V57	<input style="width: 100%; height: 20px;" type="text"/>	74
V58	<input style="width: 100%; height: 20px;" type="text"/>	75
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Q 15: How **important** is each of the following aspects when you associate them with the four phases of the product life cycle. (Use the scale in such a way that a “1” would indicate that the aspect is not important at all and that a “5” would indicate that the aspect is extremely important).

		PHASES IN THE PRODUCT LIFE CYCLE																			
		Introductory phase					Growth phase					Maturity phase					Declining phase				
		Not important at all		Extremely important			Not important at all		Extremely important			Not important at all		Extremely important			Not important at all		Extremely important		
People	Training of personnel	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Incentives to personnel	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Knowledge of personnel	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Commitment of personnel	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Processes	Information systems	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Complaints handling	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Toll free number	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Policies and procedures	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Physical evidence	Organisation's reputation	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Organisation's name	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Organisation's logo	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Corporate dress (appearance of employees)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

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Interviewer instruction:
Show the flash card to the respondent to familiarise the respondent with the meaning of a marketing objective



Q 16: Provide a short description of the appropriate **marketing objective** that you would associate within each phase of the product life cycle.

16.1 Introductory phase:

16.2 Growth phase:

16.3 Maturity phase:

16.4 Declining phase:

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V64		133 - 134
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V66		137 - 138
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Q 17: What is the **likelihood** that you will continue using the product life cycle concept in future for general management decision-making and marketing decision-making? (Use the scale in such a way that “1” would indicate very unlikely and that“5” would indicate extremely likely).

	Very unlikely		Extremely likely		
general management decision-making	1	2	3	4	5
marketing decision-making	1	2	3	4	5

V68 141

V69 142

SECTION D

Q 18: Match the following **characteristics** in **Column A** to the most appropriate phase in **Column B** by means of a cross next to the word or description in **Column A**

Interviewer instruction:
 A characteristic in COLUMN A can appear in one ore more of the phases of the product life cycle in COLUMN B. Give the flash card with COLUMN A and COLUMN B to the respondent

COLUMN A	COLUMN B			
	Introductory phase	Growth phase	Maturity phase	Declining phase
Low sales				
High profits				
Increasing sales				
Low cost per customer				
Declining sales				
Negative profits (Losses)				
Few competitors				
High cost per customer				
Average cost per customer				
Stable number of competitors but beginning to decline				
Declining number of competitors				
Declining profits				
Growing number of competitors				
Increasing profits				
Peak sales				

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Q 19: How **important** is each of the following aspects when you associate them with the four phases of the product life cycle. (Use the scale in such a way that a “1” would indicate that the aspect is not important at all and that a “5” would indicate that the aspect is extremely important).

		PHASES IN THE PRODUCT LIFE CYCLE																			
		Introductory phase					Growth phase					Maturity Phase					Declining phase				
		Not important at all		Extremely important			Not important at all		Extremely important			Not important at all		Extremely important			Not important at all		Extremely important		
Product	Quality	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Brand name	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Features and options	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Warranties	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Price	High price	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Discounts	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Low price	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Payment terms	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Place	Location of premises	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Large number of outlets (<i>intensive</i>)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Small number of outlets (<i>selective</i>)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Specialised number of outlets (<i>exclusive</i>)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Promotion	Sales promotion	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Advertising	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Personal selling	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Publicity / PR	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

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Q 20: Link the following strategies in Column A to the most appropriate phase in Column B by means of a cross next to the strategy described in Column A.

Interviewer instruction:
Each strategy can only be linked once!
Give the flash card with COLUMN A and COLUMN B to the respondent

COLUMN A	COLUMN B			
	Introductory phase	Growth phase	Maturity phase	Declining phase
Diversify brands and models				
Offer a basic product				
Phasing out weak products				
Offer product extensions, service and warranties				
Cut prices				
Charge a cost plus price				
Set a price to match or better the prices of competitors				
Set a price to penetrate the market				
Build awareness and interest in the mass market through advertising				
Reduce the advertising level needed to retain hard core loyal customers				
Build product awareness among early adopters				
Stress brand differences and benefits				
Increase and encourage brand switching				
Reduce sales promotion to the minimum level				
Use heavy sales promotion to entice trial				
Reduce sales promotion to take advantage of a heavy consumer demand				
Build intensive distribution				
Build selective distribution				
Go selective and phase out all unprofitable outlets				
Build more intensive distribution				

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V83					280
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V85					282
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V87					284
V88					285
V89					286

THANK YOU FOR YOUR CO-OPERATION!!