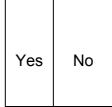
Interviewer instruction:

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?



V50

V51

67

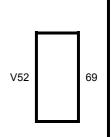
68

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

Monthly	Six monthly	Annually	Other

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				Extremely
low influence	е			high influence
1	2	3	4	5

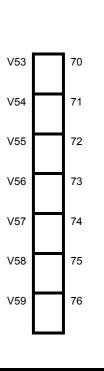


Q 14: What degree of control does the organisation have over the following marketing mix instruments. (Use the scale in such a way that a "1" would indicate no degree of control and "5" would indicate a full degree of control).

Interviewer instruction:

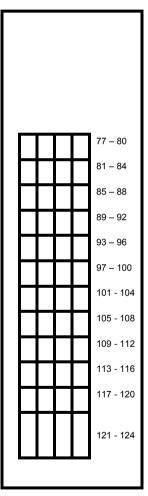
Show the flash card to the respondent to familiarise the respondent with a description of each marketing mix instrument

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



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).

							PH	AS	ES I	N T	ΉE	PR	ODU	JCT	LIF	E C	CYC	LE					
			l	ntro	duc	ctor	у		G	row	th			Ma	atur	ity			De	clin	ing		
				phase					phase					phase					phase				
			Not impo at al	ortant I		Extre	•	Not impo at al	ortant I		Extrei impo	•	Not impo at al	ortant I		Extre	-	Not impo at al	ortant		Extre	•	
		Training of personnel	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
ple		Incentives to personnel	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
People		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	
(A)		Information systems	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
sse		Complaints handling	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
Processes		Toll free number	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
Δ.		Policies and procedures	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
		Organisation's reputation	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
la l	ce	Organisation's name	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
	evidence	Organisation's logo	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
Ā	ev	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	



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 <u>marketing objective</u> that you would associate within each phase of the product life cycle. Introductory phase: 16.1 125 - 126 V60 V61 127 - 128 16.2 **Growth** phase: 129 – 130 V62 V63 131 - 132 16.3 Maturity phase: V64 133 – 134 135 – 136 V65 16.4 **Declining** phase: V66 137 - 138

V67

139 – 140

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 unlike	ely		E	ktremely 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:

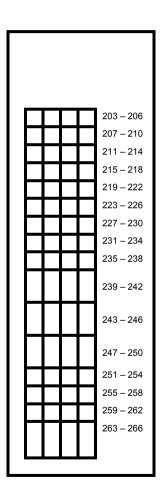
A characteristic in COLUMN A can appear in one ore more of the phases of the product life cycle in COLUMN B. Give the flash card with COLUMN A and COLUMN B to the respondent

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							

143 – 146
147 – 150
151 – 154
155 – 158
159 – 162
163 – 166
167 – 170
171 – 174
175 – 178
179 – 182
183 – 186
187 – 190
191 – 194
195 – 198
199 – 202

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												LIF	/CL						
				oduc has	tory e			_	rowt					aturi Phas			Declining phase				
		Not impo	ortant I		Extrer		Not impo	ortant I		Extrer		Not impo at al	ortant		Extrer		Not impo	ortant		Extrer	
	Quality	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
ong	Brand name	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Product	Features and options	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	Warranties	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	High price	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Price	Discounts	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Pri	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
	Location of premises	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
e e	Large number of outlets (intensive)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Place	Small number of outlets (selective)	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
_	Sales promotion	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
tion	Advertising	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
οu	Personal selling	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Promotion	Publicity / PR	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5



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 B										
COLUMN A	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											

V70			267
V71			268
V72			269
V73			270
V74			271
V75			272
V76			273
V77			274
V78			275
V79			276
V80			277
V81			278
V82			279
V83			280
V84			281
V85			282
V86			283
V87			284
V88			285
V89			286

THANK YOU FOR YOUR CO-OPERATION!!