



## Marketing Theories

Reading Test

EXAMPLE

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# Student

Time: *Approximately 1hour*

## Two types of lesson

**Lesson#1:** [Easy] \*\*\*\*\* [B2/C1]

1. Predict the content of the text by reading the title. Write down the key terms & ideas.
2. Read the text. Check the unknown words with a dictionary.
3. Answer the comprehension questions.
4. Check your answers with the provided key (pass mark is 70%).

**Lesson #2:** [Hard] \*\*\*\*\* [C1]

1. Read the text without looking up any words.
2. Answer the comprehension questions.
3. Check your answers with the provided key (pass mark is 70%).

# Teacher

## Two types of lesson

**Lesson#1:** [easy] \*\*\*\*\* [B2/C1]

1. Distribute **text 1 (without reference words underlined)** a week before the test. Students read, check vocabulary & meanings.
2. Test day. Distribute **text 2 (with reference words underlined)** & the **questions** (no dictionary or notes).
3. Set 1 hour to read the text & answer the questions.
4. Take in & correct or go through answers in class (pass mark is 70%).
5. Extra activity. Students write the \*summary (add 30 minutes to the test).

**Lesson #2:** [hard] \*\*\*\*\* [C1]

1. Test day. Distribute **text 2 (with reference words underlined)** & the **questions**.
2. Set 1 hour to read the text & answer the questions.
3. Take in & correct or go through answers in class (pass mark is 70%).
4. Extra activity. Students write the \*summary (add 30 minutes to the test).

\*Summary writing: [www.academic-englishuk.com/summary](http://www.academic-englishuk.com/summary)

## Marketing Theories (Text 1) EXAMPLE

By A. Watson (2022)

Although there is some debate as to when marketing first [redacted] sheer number of marketing models that continue to exist today. Some of the most common marketing models include [redacted] process, which [redacted] value for an organisation through delivering relevant products, services and communications to the customer, the Unique Selling Proposition (USP), when [redacted] [redacted] competition, and the Brand Positioning Map, which is when a brand visualises its customer perception against its competitors (Chaffey, 2022). Nevertheless, of all the marketing [redacted], the PESTLE framework, and Porter's 5 Forces are often the most discussed.

The marketing mix tool, first known as the 4 Ps, referring to [redacted] was [redacted] businesses were more focused on selling physical products, rather than services (Hanlon, 2022). Since the [redacted] of people, physical evidence and processes in order to reflect the emergence of service-oriented [redacted], as a result of increased consumer power and competition (Brooks, 2022). Most experts agree that [redacted]. On the one hand, Brooks (2022) claims that as the practical framework outlines every aspect of marketing, [redacted] Hanlon (2022) [redacted] tool helps to define and evaluate the key issues that could affect the marketing of its products and services, [redacted] and set objectives, [redacted] hand, Brooks (2022) also argues that both the 4 and 7 Ps lack any reference to market research. Instead, a [redacted] needs [redacted] and communication, would offer a more customer-centred alternative that focuses [redacted] and the customer. Thus, as the ideal number of marketing mix variables continues to be debated, it is [redacted] limitations.

Another often-used marketing tool is PESTLE, a simple yet strategic framework which stands for the [redacted], legal and environmental factors that can affect a business. Currently, legal and environmental issues are [redacted], since [redacted] informing themselves of legislation such as GDPR and data protection, and are also prepared to make determined, greener choices. Thus, as Story (2020) and Battista (2021) suggest, [redacted] and commit to making changes to packaging, waste, ethical sourcing, sustainable resources and supply chain [redacted], eco-unfriendly [redacted] bottom line, but also its perception. Thus, the benefits of undertaking a PESTLE analysis is that it allows an [redacted] and other markets, highlight opportunities which successful companies will exploit in order to create new [redacted] and minimise threats (Story, 2020). This is seconded by Battista (2021) who also argues that by [redacted] can make informed decisions as to what action should be taken within a specific timeframe and potentially [redacted] long-term trends, prompting further research and specific objectives to be built into future planning [redacted]. Notwithstanding, Battista (2021) highlights that to be sufficiently effective, not only does a PESTLE analysis [redacted] is [redacted] data that is not simply based on assumptions.

Finally, the third and final marketing tool to be discussed is Porter's 5 Forces. Wright (2021) describes Porter's 5 [redacted], particularly [redacted] enterprises who are looking to invest for growth, explore the balance of power between different [redacted] manage risk. The [redacted] substitutes and new entrants, the bargaining power of buyers and suppliers, and competitive rivalry. Both Wright (2021) and Goyal (2020) argue [redacted] that new companies and new products pose, as both of these possibilities are very likely to happen in such a globalised [redacted] profitability. Once [redacted] or new company has occupied a stable position in the market, it increases the pressure to cut prices, due [redacted] performance trade-off, and [redacted]. With regard to bargaining powers of suppliers and buyers, companies must assess how much control both of these [redacted] is small yet offer unique products, or the number of customers is moderate but their order volumes are [redacted]. Finally, existing rivalry forces a brand to examine not only the number of direct competitors in the same industry [redacted], as a highly-competitive market could reduce a brand's power and push them to lower prices. Most notably, Goyal (2020) [redacted], stating [redacted] be utilised to maintain, not simply attain, competitive advantage, most likely due to the fact that it was created [redacted] position and [redacted], and therefore does not reflect our [redacted] markets.

In sum, as society as a whole continues to evolve at an unprecedented speed, it is to be expected that [redacted] outdated, and [redacted] there are aspects of the marketing mix, PESTLE and Porter's Forces that are still relevant today, there lacks one model [redacted] As digital marketing is no longer the future but in reality our present, key features such [redacted] not be ignored [redacted] and ultimately, profitable.

### Reference list

- Battista, M., (2021). *PESTLE analysis* [online]. Available at: <https://www.cipd.co.uk/knowledge/strategy/organisational-development/pestle-analysis-factsheet#gref> [Viewed 18.07.2022].
- Brooks, A., (2022). *The Marketing Mix: Building a Strategy With the 7Ps* [online]. Available at: <https://www.ventureharbour.com/marketing-mix/> [Viewed 17.07.2022].
- Chaffey, D., (2022). *Marketing models that have stood the test of time* [online]. Available at: <https://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/marketing-models/> [Viewed 18.07.2022].
- Goyal, A., (2020). A Critical Analysis of Porter's 5 Forces Model of Competitive Advantage. *Journal of Emerging Technologies and Innovative Research* [pdf]. 7(7), 149 – 152. Available at: <https://www.jetir.org/papers/JETIR2007313.pdf> [Viewed 19.07.2022].
- Hanlon, A., (2022). *How to use the 7Ps Marketing Mix* [online]. Available at: <https://www.smartinsights.com/marketing-planning/marketing-models/how-to-use-the-7ps-marketing-mix/> [Viewed 17.07.2022].
- Story, J., (2020). *Using the PESTLE analysis model* [online]. Available at: <https://www.smartinsights.com/marketing-planning/marketing-models/pestle-analysis-model/> [Viewed 19.07.2022].
- Wright, G., (2021). *How to apply the Porter's 5 Forces model to your SME marketing plan* [online]. Available at: <https://www.smartinsights.com/online-brand-strategy/brand-development/how-to-use-porters-5-forces-model/> [Viewed 18.07.2022].

## Marketing Theories (Text 2) EXAMPLE

By A. Watson (2022)

1. Although there is some debate as to when marketing first [redacted] sheer number of marketing models that continue to exist today. Some of the most common marketing models include [redacted] process, which [redacted] value for an organisation through delivering relevant products, services and communications to the customer, the Unique Selling Proposition (USP), when [redacted] [redacted] competition, and the Brand Positioning Map, which is when a brand visualises its customer perception against **its** competitors (Chaffey, 2022). Nevertheless, of all the marketing [redacted], the PESTLE framework, and Porter's 5 Forces are often the most discussed.

2. The marketing mix tool, first known as the 4 Ps, referring to [redacted] was [redacted] businesses were more focused on selling physical products, rather than services (Hanlon, 2022). Since the [redacted] of people, physical evidence and processes in order to reflect the emergence of service-oriented [redacted], as a result of increased consumer power and competition (Brooks, 2022). Most experts agree that [redacted]. On the one hand, Brooks (2022) claims that as the practical framework outlines every aspect of marketing, [redacted] Hanlon (2022) [redacted] tool helps to define and evaluate the key issues that could affect the marketing of **its** products and services, [redacted] and set objectives, [redacted] hand, Brooks (2022) also argues that both the 4 and 7 Ps lack any reference to market research. Instead, a [redacted] needs [redacted] and communication, would offer a more customer-centred alternative that focuses [redacted] and the customer. Thus, as the ideal number of marketing mix variables continues to be debated, it is [redacted] limitations.

3. Another often-used marketing tool is PESTLE, a simple yet strategic framework which stands for the [redacted], legal and environmental factors that can affect a business. Currently, legal and environmental issues are [redacted], since [redacted] informing themselves of legislation such as GDPR and data protection, and are also prepared to make determined, greener choices. Thus, as Story (2020) and Battista (2021) suggest, [redacted] and commit to making changes to packaging, waste, ethical sourcing, sustainable resources and supply chain [redacted], eco-unfriendly [redacted] bottom line, but also its perception. Thus, the benefits of undertaking a PESTLE analysis is that it allows an [redacted] and other markets, highlight opportunities which successful companies will exploit in order to create new [redacted] and minimise threats (Story, 2020). This is seconded by Battista (2021) who also argues that by [redacted] can make informed decisions as to what action should be taken within a specific timeframe and potentially [redacted] long-term trends, prompting further research and specific objectives to be built into future planning [redacted]. Notwithstanding, Battista (2021) highlights that to be sufficiently effective, not only does a PESTLE analysis [redacted] is [redacted] data that is not simply based on assumptions.

4. Finally, the third and final marketing tool to be discussed is Porter's 5 Forces. Wright (2021) describes Porter's 5 [redacted], particularly [redacted] enterprises who are looking to invest for growth, explore the balance of power between different [redacted] manage risk. The [redacted] substitutes and new entrants, the bargaining power of buyers and suppliers, and competitive rivalry. Both Wright (2021) and Goyal (2020) argue [redacted] that new companies and new products pose, as both of these possibilities are very likely to happen in such a globalised [redacted] profitability. Once [redacted] or new company has occupied a stable position in the market, it increases the pressure to cut prices, due [redacted] performance trade-off, and [redacted]. With regard to bargaining powers of suppliers and buyers, companies must assess how much control both of **these** [redacted] is small yet offer unique products, or the number of customers is moderate but their order volumes are [redacted]. Finally, existing rivalry forces a brand to examine not only the number of direct competitors in the same industry [redacted], as a highly-competitive market could reduce a brand's power and push them to lower prices. Most notably, Goyal (2020) [redacted], stating [redacted] be utilised to maintain, not simply attain, competitive advantage, most likely due to the fact that it was created [redacted] position and [redacted], and therefore does not reflect our [redacted] markets.

5. In sum, as society as a whole continues to evolve at an unprecedented speed, it is to be expected that [redacted] outdated, and [redacted] there are aspects of the marketing mix, PESTLE and Porter's Forces that are still relevant today, there lacks one model [redacted] As digital marketing is no longer the future but in reality our present, key features such [redacted] not be ignored [redacted] and ultimately, profitable.

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- Brooks, A., (2022). *The Marketing Mix: Building a Strategy With the 7Ps* [online]. Available at: <https://www.ventureharbour.com/marketing-mix/> [Viewed 17.07.2022].
- Chaffey, D., (2022). *Marketing models that have stood the test of time* [online]. Available at: <https://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/marketing-models/> [Viewed 18.07.2022].
- Goyal, A., (2020). A Critical Analysis of Porter's 5 Forces Model of Competitive Advantage. *Journal of Emerging Technologies and Innovative Research* [pdf]. 7(7), 149 – 152. Available at: <https://www.jetir.org/papers/JETIR2007313.pdf> [Viewed 19.07.2022].
- Hanlon, A., (2022). *How to use the 7Ps Marketing Mix* [online]. Available at: <https://www.smartinsights.com/marketing-planning/marketing-models/how-to-use-the-7ps-marketing-mix/> [Viewed 17.07.2022].
- Story, J., (2020). *Using the PESTLE analysis model* [online]. Available at: <https://www.smartinsights.com/marketing-planning/marketing-models/pestle-analysis-model/> [Viewed 19.07.2022].
- Wright, G., (2021). *How to apply the Porter's 5 Forces model to your SME marketing plan* [online]. Available at: <https://www.smartinsights.com/online-brand-strategy/brand-development/how-to-use-porters-5-forces-model/> [Viewed 18.07.2022].

## Comprehension Questions

**1. Headings:** Choose a subheading for each paragraph. One title is not needed.

|   |                    |   |  |
|---|--------------------|---|--|
| 1 | <i>D (example)</i> | A | A framework to analyse a company's competitive environment |
| 2 | e                  | B | The internal _____ a company                               |
| 3 | c                  | C | The _____ a company  |
| 4 | a                  | D | <i>The key marketing models</i>                            |
| 5 | f                  | E | Changes _____ to market forces                             |
|   |                    | F | _____ elements   |

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**2. True / False / Not Given:** One question per paragraph.

|                    |   | T / F / NG         |
|--------------------|---|--------------------|
| <b>Paragraph 1</b> |   |                    |
| 0.                 | Very few marketing models exist today. <i>(the sheer number of marketing models that continue to exist today)</i> | <i>F (example)</i> |
| <b>Paragraph 1</b> |   |                    |
| i.                 | USP _____ apart from others.  |                    |
| <b>Paragraph 2</b> |   |                    |
| ii.                | The marketing mix _____ time.   |                    |
| <b>Paragraph 3</b> |   |                    |
| iii.               | Data protection is _____ current climate.   |                    |
| <b>Paragraph 4</b> |   |                    |
| iv.                | Porter's 5 Forces _____ for SMEs.   |                    |
| <b>Paragraph 5</b> |   |                    |
| v.                 | Digital marketing _____ future.   |                    |

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**3. Open Answer Questions:** One question per paragraph.

|                    |   |          |
|--------------------|---|----------|
| <b>Paragraph 1</b> |   |          |
| 0.                 | How does a business benefit from the STP model?   |          |
|                    | <i>0. It generates value for a company through products, services &amp; communications. (example)</i> |          |
| <b>Paragraph 1</b> |   |          |
| i.                 | What is _____ Map?  |          |
|                    | 1.  |          |
| <b>Paragraph 2</b> |   |          |
| ii.                | How did the rise _____ the marketing mix?   |          |
|                    | 1.  |          |
| <b>Paragraph 3</b> |   |          |
| iii.               | Why are environmental factors _____ of PESTLE?  |          |
|                    | 1.  |          |
| <b>Paragraph 4</b> |   |          |
| iv.                | What _____ does Porter's 5 Forces focus on?   |          |
|                    | 1. _____  | 2. _____ |
|                    |   | 3. _____ |
| <b>Paragraph 5</b> |   |          |
| v.                 | What _____ considered in today's marketing models?  |          |
|                    | 1. _____  | 2. _____ |

\_\_\_ / 8

**4. Citations:** Match the author with the point they make about marketing strategies. Use each author ONCE only.

|      | Point  |    | Author          |
|------|--|----|-----------------|
| 0.   | The marketing mix helps small businesses to set objectives.    | a. | Story (2020)    |
| i.   | A PESTLE [redacted], reliable data.                            | b. | [redacted]      |
| ii.  | Porter's 5 Forces is not applicable in today's markets.        | c. | Battista (2021) |
| iii. | The marketing [redacted] for many businesses.                  | d. | Hanlon (2022)   |
| iv.  | New companies can be detrimental to an organisation's profits. | e. | [redacted]      |
| v.   | Eco-unfriendly [redacted] net earnings.                        | f. | Brooks (2022)   |

|    |                   |    |  |     |  |      |  |     |  |    |  |
|----|-------------------|----|--|-----|--|------|--|-----|--|----|--|
| 0. | <i>d(example)</i> | i. |  | ii. |  | iii. |  | iv. |  | v. |  |
|----|-------------------|----|--|-----|--|------|--|-----|--|----|--|

\_\_\_ / 5

**5. Reference Words:** What do these words connect to? (underlined in the text).

| Paragraph | Word       | Connection                 |
|-----------|------------|----------------------------|
| 1         | <i>its</i> | <i>The brand (example)</i> |
| 2         | it         |                            |
| 2         | [redacted] |                            |
| 3         | this       |                            |
| 3         | [redacted] |                            |
| 4         | these      |                            |
| 4         | they       |                            |

\_\_\_ / 6

**6. Vocabulary:** Search for the word in the paragraph that means:

| Paragraph | Explanation   | Word                        |
|-----------|---|-----------------------------|
| 1         | <i>Unable to be disputed.</i>                             | <i>Undeniable (example)</i> |
| 1         | A belief held by people and based on how things seem.     |                             |
| 2         | The [redacted] of a group.                                |                             |
| 2         | The fact of something starting to exist.                  |                             |
| 3         | A set of [redacted] parliament.                           |                             |
| 3         | Something you accept as true without proof.               |                             |
| 4         | The availability [redacted] could [redacted] an industry. |                             |
| 4         | Discussions in order to reach an agreement.               |                             |
| 4         | Not [redacted] change.                                    |                             |
| 5         | Never having existed in the past.                         |                             |
| 5         | Mainly; [redacted] part.                                  |                             |

\_\_\_ / 10

**Overall Total:** \_\_\_ / 38



## Comprehension Questions **ANSWERS**

1. **Headings:** Choose a subheading for each paragraph. One title is not needed.

|   |                    |   |  |
|---|--------------------|---|--|
| 1 | <i>D (example)</i> | A | A framework to analyse a company's competitive environment |
| 2 | <i>E</i>           | B | The internal factors that influence a company              |
| 3 | <i>C</i>           | C | The external factors that influence a company              |

**ALL ANSWERS INCLUDED IN PAID VERSION...**