**Answers**

1. b) Marketing planning

2. c) strategy

3. a) Strategic planning

4. a) SWOT (strengths, weaknesses, opportunities, threats)

5. d) A continually steady market sector

6. b) Competition from other local franchisees due to misallocation of geographic territory

7. d) Operational excellence

8. b) Behavioural, Demographic, Geographic, Psychographic

9. c) price, reliability and quality

10. ) makes its own and competitors’ products obsolete

11. c) Boston Consulting Group (BCG) model

12. a) Cash cows

13. c) Question marks

14. d) Objective and task method

15. c) events and experiential marketing