

Specific expectation.

compare how supply and demand affect marketing decisions.
describe current marketing strategies that use total quality management.

Success criteria.

At the end of this assessment I'll be able to explain how a supply and demand affect Marketing decision and the use of marketing strategies in the dynamic business of today

- 1. Question:** How does an increase in consumer demand for a specific product influence marketing decisions?
- 2. Question:** In what ways can a decrease in the supply of raw materials impact marketing decisions for a manufacturing company?
- 3. Question:** How do changes in market demand affect product pricing strategies?
- 4. Question:** Give an example of how supply and demand can influence product availability and marketing decisions in the fashion industry.
- 5. Question:** Explain how supply chain disruptions, such as a global shipping crisis, can affect marketing decisions for businesses.
- 6. Question:** How can marketing decisions related to pricing impact both supply and demand for a product?
- 7. Question:** Discuss the role of market research in helping businesses understand the dynamics of supply and demand for their products.
- 8. Question:** How might a business respond to an oversupply of a product in the market? Provide an example.