

1. a. Examine why Tina supported the idea of a market-led approach to the company's marketing.

Market-led marketing is when a business carries out regular market research in order to analyse consumers' needs, and ensure that they fulfil them. The fact that the business has "lost touch with its market" suggests that they have concentrated on their existing ships as the business' strength, and therefore used an asset-led approach to marketing in the past. However, the ~~mentioned~~ changes in the market mentioned in the case study means that the business was ~~now~~ ^{less} able to ~~provide~~ satisfy customer needs and that competitiveness was falling as a result of having competitors who used a more market-led approach to marketing.

By carrying out market research, Cruise Line plc could ensure that the new ships they built catered for consumers' needs and wants, therefore giving them more confidence when launching the Explorer line, as the chance of failure is reduced.

The launch of the Explorer line was a reaction to other competitors' improvements, as a result the decision may have been rushed, and considered as a desperate move. By using market-led marketing in the future, Cruise line plc could avoid such situations. In addition to this, carrying out market research may increase the chances of ^{the} success of new changes in the business, as customers may be encouraged to use a service that they have influenced.

link to objective of increasing market share.

7/8

nearly perfect.

C₂

P₂

A_{3/4}