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### QUESTIONS CHAPTER THREE

1. Drinking water pollution (contamination) has become a serious problem in many countries. What opportunities does this present for a variety of industries, both in terms of products and equipment?
2. Over the last decade or so, more and more countries have deregulated an increasing number of industries, including those involving telecommunications. How did deregulation affect the structure of such an industry? How was the role of marketing affected in this industry? What elements of the marketing mix have become more or less important as a result of this deregulation?
3. Suppose you have been hired as a marketing consultant by Stouffer's Foods, the manufacturer of the Lean Cuisine line of low-calorie frozen entrees. How might the demographic trends and the changes in family structure discussed in this chapter affect each of the 4Ps in marketing Stouffer's strategic program? What adjustments should the company be prepared to make in its marketing program?
4. How did the decline in the yen's value relative to the U.S. dollar in 1996 affect the competitive strategies in the United States of Japanese automobile companies? What changes, if any, did they make in their marketing programs?
5. The president of a large manufacturer of household appliances (such as dishwashing machines, refrigerators, washers, and dryers that are manufactured and sold in the United States, Japan, Mexico, and Europe) has asked you to develop a system for monitoring and evaluating the impact of major environmental trends on his company's strategies and programs. Briefly describe your proposed system in terms of how you would organize your scanning activities, identify environmental issues, and evaluate the impact of each.
6. Falling birth rates in many communities have caused declining revenues for the pediatric medicine departments of local hospitals. Because most hospitals must offer a full range of services, however, they cannot liquidate their pediatrics departments. If you were a hospital administrator, what alternative strategies might you pursue concerning your pediatrics department?
7. A large international fast-food chain has been considering changing its plastic take-out food containers to one that is easier (environmentally) to dispose of. Its primary concern is its units in the developed countries. It hires you to provide advice on what kinds of information it should seek before making a decision to undertake such a change.
8. What new product opportunities does the changing family structure provide for U.S. consumer companies?