
Citrus Orchard Foreman Occupational Learning

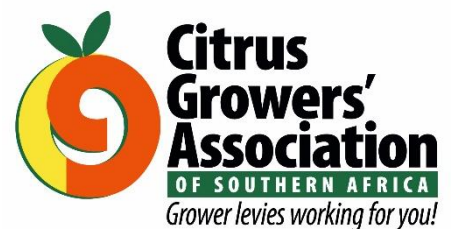
Progressive Activities Assessment Guide

A7: Marketing

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P.O. Box 461, Hillcrest, 3650
(031) 765-3410



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Content originator:
Citrus Academy

Occupational alignment:
Ukudla Namanzi (Pty) Ltd

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Chapter 1

Market Research

Activity P1

Complete this activity to test your knowledge of the entire chapter:

1. What are the three channels into which citrus markets can be divided?

Export, domestic, and processing.

2. Which of these generates the most income for the industry?

Export.

3. Which of these has the lowest demands in terms of fruit quality?

Processing.

4. Are the returns of the domestic market higher or lower than the export market?

Lower.

5. What industries are the products of citrus processing used in?

Food and drink, cosmetics, manufacturing, and medicine.

6. What is the focus of market research?

Establishing the wants of consumers in the market.

7. Who performs market research in a large enterprise?

The marketing manager or an outside marketing firm.

Chapter 2

The Marketing Mix

Activity P2

Complete this activity to test your knowledge of the entire chapter:

1. What is the marketing mix?

The controllable part of a marketing plan.

2. What are the five 'P's' that constitute the marketing mix?

Product, place, price, promotion, and people.

3. What is the question that should be asked about product?

"What is the product that my target market wants?"

4. What is the question that should be asked about place?

"Where does my target market want this product, and how am I going to get it there?"

5. What is the question that should be asked about price?

"At what price can I sell my citrus product to the customer to ensure the optimum sales but also the best possible profit margin?"

6. What is the question that should be asked about promotion?

"How can I promote my product so that my target market knows what a wonderful product I have available?"

7. What is the question that should be asked about people?

"Who do I need and how do I need to manage my workforce to achieve the requirements of the market?"

8. What are the six categories of promotional effort?

Advertising, personal selling, sales promotion, public relations, publicity, and direct selling.

Chapter 3

Marketing Budgets

Activity P3

Complete this activity to test your knowledge of the entire chapter:

1. What does a marketing budget tell us?

A marketing budget tells you what it will cost to finance the marketing plan and how and when the money will be spent.

2. What does it mean to say the marketing budget is a cost centre?

It means that it generates no income of its own and its costs are covered as overheads.

3. What two groups can marketing costs be divided into?

Above-the-line and below-the-line.

4. What are above-the-line techniques?

Conventional media tools.

5. What are below-the-line techniques?

Non-conventional media tools.

6. How often are budget reviews usually conducted?

Quarterly.