
Citrus Orchard Foreman Occupational Learning

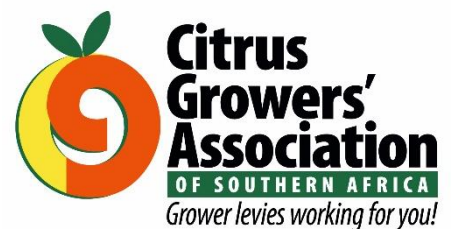
Progressive Activities Workbook

A7: Marketing

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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?

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

--

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

--

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

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

--

6. What is the focus of market research?

--

7. Who performs market research in a large enterprise?

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Chapter 2

The Marketing Mix

Activity P2

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

1. What is the marketing mix?

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

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

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

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

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

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

8. What are the six categories of promotional effort?

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?

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

--

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

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4. What are above-the-line techniques?

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5. What are below-the-line techniques?

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6. How often are budget reviews usually conducted?

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