

- **Agribusiness & Marketing Quiz Objectives:** by the end of this unit, students will be able to...
- Summarize the function and purpose of marketing research
- Summarize what would be included in each of the following components of a SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats.
- Explain the differences between strengths and opportunities and weaknesses and threats.
- Summarize the benefits of conducting a SWOT analysis prior to marketing research.
- Compare and contrast qualitative vs. quantitative data as well as primary vs. secondary research.
- Define and provide examples of market segmentation.
- Summarize the components of each of the following bases of market segmentation: geographic, demographic, psychographic, behavioral, and benefits sought.
- Define and explain the differences between a position statement and a position strategy.
- Define each of the following and explain how they are used to determine price: a. Breakeven Point b. Total Fixed Cost c. Variable Unit Cost d. Selling Price Per Unit e. Total Variable Cost
- Conduct a breakeven analysis for a startup business given its fixed and variable costs and its intended unit sale price.
- Create a breakeven analysis graph and identify its components; explain how these components are used to determine business success and profitability.