

Question 21 (9 marks)

Name ONE farm product you have studied.

Name of farm product Beef

- (a) Describe a specification that this farm product must meet for a particular market. 2

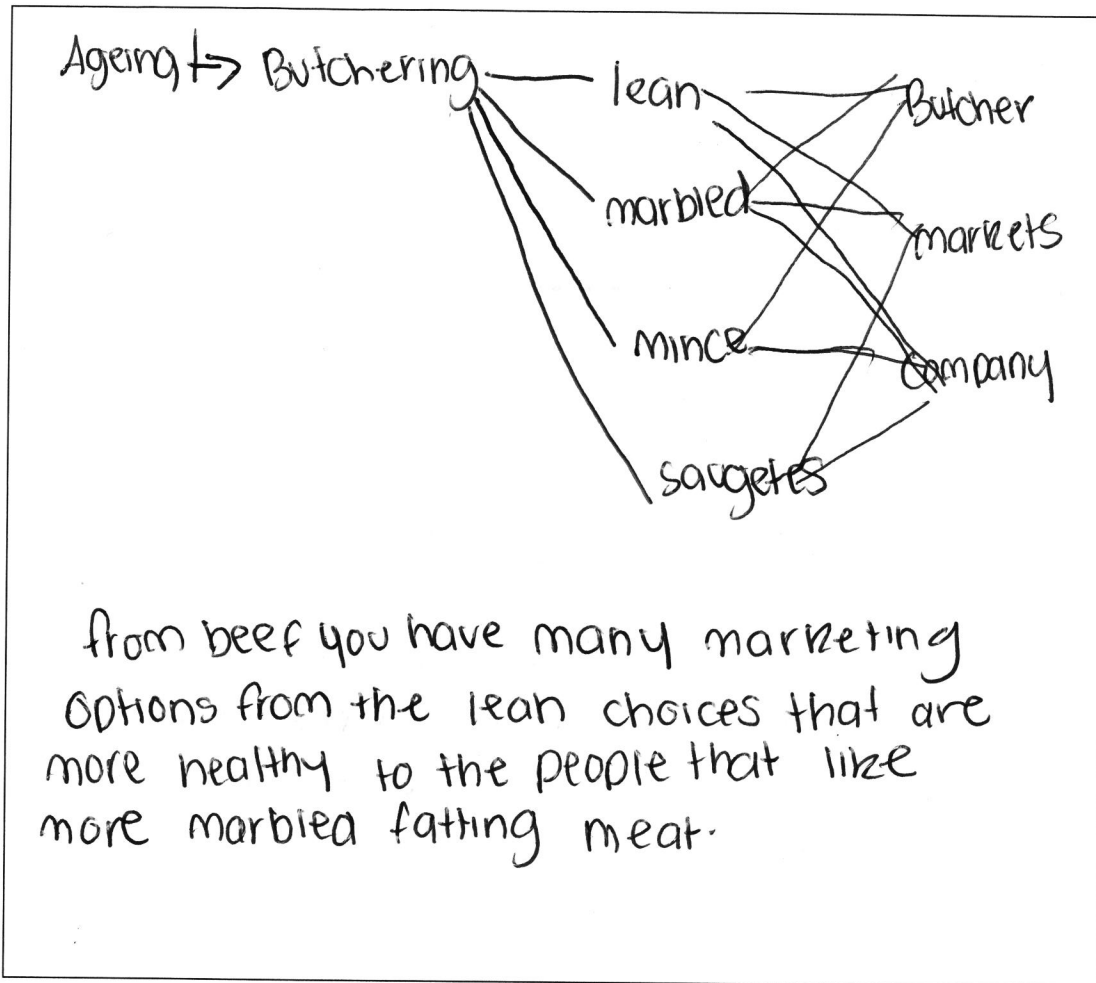
..It was be the rign ageing for the market. Ageing
is ~~how~~ how old the beef is. # for best quality should
be 2 years and 5 months for Ageing.

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Question 21 (continued)

- (b) Illustrate a marketing chain for this farm product that includes TWO marketing options for the product.

3



- (c) Assess an advertising or promotional campaign for this farm product.

4

McDonalds advertises on billboards and on TV commercials that there Big Macs are 100% Beef. This makes people want to eat there burgers as it is 100% Beef and promotes beef. Makes the burger sound more healthy. disadvantages the burger isnt healthy. It can make people think that beef isnt healthy when it is.

End of Question 21