

Every Silver Lining has a Cloud Quiz

1. True or False. A SWOT analysis will force you to look at your market environment in terms of how it can impact your business, whether it be opportunities or challenges.
 - a. True
 - b. False
2. Which of the following statements about the growth of the local food movement is not true?
 - a. 75% of food retailers indicate that local food is important to their consumers.
 - b. Local direct to consumer food sales exceeded \$11B in 2012
 - c. Local food is a fad that will eventually die out.
 - d. The growth of interest in local food is outpacing the growth of the organic food movement.
3. To those consumers that make their food buying decisions based solely on price, you should:
 - a. Reduce your price until you can win them over.
 - b. Discuss with them the error in their decision making process until you can win them over.
 - c. Accept that is the case with some people and concentrate on those that value quality above price.
 - d. Promote your product as superior to the cheaper foods and insult anyone who doesn't agree.
4. Social media is a personal way to reach your customers and potential customers. Match the social media with its key characteristics.
 - a. Facebook 2
 - b. Twitter 1
 - c. Instagram 4
 - d. Pinterest 3
 1. Short posts, good for B2B connections
 2. Often used in place of a website and is the #1 place for consumers to get information about businesses and products
 3. Very visual in its connections with consumers
 4. Photo site that can be directly connected to other social media