

PROMOTING AND SELLING – THE SELLING PROCESS

Student Worksheet

Factors which differentiate products

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Classify each of the following activities

ACTIVITY	
A consumer refuses to purchase a product when they find out the business is engaging in animal cruelty	
An exclusive restaurant offers full table service	
Businesses are now labelling their products Genetically Modified (GM) free	
A consumer refuses to purchase a product when they find out the business is exploiting workers	
Coles sells pre prepared meals	
The Body Shop sells its products in reusable containers	
A business participates in community sponsorship	
Woolworths bans single use plastic bags	
The cosmetic industry is using more natural products that are not tested on animals	
A car manufacturer sells the same car in various versions	
Gloria Jeans uses coffee beans from farms certified by the Rain Forest Alliance	
McDonalds only uses paper straws	
Google encourages staff to be involved in charitable efforts	
A local business sponsors a school team	
Woolworths has stopped production of paper advertising brochures and replaced them with online brochures	
A product with a high degree of excellence	
Advertising junk food for children during children's TV programs	

PROMOTING AND SELLING – THE SELLING PROCESS

Teacher Version

Factors which differentiate products

Customer Service

Social Considerations

Convenience

Ethical Considerations

Value for Money

Environmental Considerations

Quality

Classify each of the following activities

ACTIVITY	
A consumer refuses to purchase a product when they find out the business is engaging in animal cruelty	Social
An exclusive restaurant offers full table service	Customer Service
Businesses are now labelling their products Genetically Modified (GM) free	Ethical
A consumer refuses to purchase a product when they find out the business is exploiting workers	Social
Coles sells pre prepared meals	Convenience
The Body Shop sells its products in reusable containers	Environmental
A business participates in community sponsorship	Social
Woolworths bans single use plastic bags	Environmental
The cosmetic industry is using more natural products that are not tested on animals	Ethical
A car manufacturer sells the same car in various versions	Value for money
Gloria Jeans uses coffee beans from farms certified by the Rain Forest Alliance	Environmental
McDonalds only uses paper straws	Environmental
Google encourages staff to be involved in charitable efforts	Social
A local business sponsors a school team	Social
Woolworths has stopped production of paper advertising brochures and replaced them with online brochures	Environmental
A product with a high degree of excellence	Quality
Advertising junk food for children during children's TV programs	Ethical