ANSWERS

What is Marketing? Quiz

1. Which of the following actions are considered marketing in a farm or food business?

☐ Posting on social media platforms

☐ Explaining your farming practices to customers

☐ Designing attractive signage for your booth

☐ All of the above

Answer: All of the above
Why: Marketing includes **any activity that helps attract, inform, or retain customers**. Each of the actions listed fits that definition, so “All of the above” is correct.

---

2. You receive feedback that some customers dislike cilantro in your salsa. After polling your followers, you find 25% prefer a cilantro-free option, so you add it to your menu. Does this process represent marketing?

☐ Yes

☐ No

☐ Only if it increases sales

Answer: Yes
Why: Marketing involves understanding and responding to customer preferences. You’re collecting feedback, polling your audience, and collaborating with your colleagues in product development. Representing the voice of the customer is one of marketing’s most important functions. Therefore, “Yes” is correct.

---

3. When you offer samples and explain cooking methods to customers at your booth, which marketing tactic are you using?

☐ Product testing

☐ Customer education

☐ Sales pressure

☐ Free advertising

Answer: Customer education
Why: Educating customers helps them understand product value and increases the likelihood of purchase. By providing samples and cooking tips, you are engaging in customer education, which is a key marketing approach. Therefore, “Customer education'” is correct.

GOOD EGG MARKETING
Expert Marketing for Good Food & Good Causes

© 2025 Good Egg Marketing & Rio Grande Colonias
USDA Regional Food Business Center
CC BY 4.0 · training.goodeggmarketing.com

REGIONAL FOOD BUSINESS CENTERS RIO GRANDE COLONIAS

4. Which of the following activities is least likely to be classified as marketing in a farm or food business?

☐ Building customer loyalty

☐ Paying your employees

☐ Selecting your sales channels

☐ Setting the prices of your offerings

Answer: Paying your employees
Why: Marketing typically includes activities such as pricing, choosing sales channels, and building customer relationships. Paying employees is an operational or human resources function, not a marketing activity. The other options are all directly related to marketing. Therefore, “Paying your employees” is the correct answer.

---

5. Does providing prompt delivery with clear product labeling and documentation count as a marketing activity in a farm or food business?

☐ Only if the buyer requests it

☐ No

☐ Yes

Answer: Yes
Why: Providing timely delivery and clear labeling demonstrates that you’re professional, dependable, and organized, which are valued marketing traits. This makes it easy for your buyer to work with you and builds trust and loyalty. Thus, “Yes” is correct.

---

6. After noticing that a small group of your email subscribers are highly engaged, you invite them to a special tasting event. Is this considered a marketing activity?

☐ Only if they purchase something

☐ No

☐ Yes

Answer: Yes
Why: Marketing includes building relationships and offering exclusive experiences to loyal or interested customers. By identifying engaged subscribers and inviting them to a tasting event, you are fostering customer loyalty and engagement, which are important marketing strategies. Therefore, “Yes” is correct.