



GENERAL STUDIES

DATE	SUBJECT	ACTIVITY
INTRO BUSINESS STUDIES Main topic aspects of marketing chapter 5		
29 June 2020	Intro EBM	Marketing feasibility Understand the labelling strategies Define branding, trade marks Do activity.5.13 page 82
30 June 2020	Intro EBM	Understand different types of branding Explain after sales service Do individual activity 5.14 p 85
01 July 2020	Intro EBM	Distribution channels Understand types of distribution channels Do activity 5.15 page 85
02 July 2020	Intro EBM	Understand what is locality Competition area Layout Do case study 5.1 p87t
03 July 2020	Intro EBM	Define the pricing techniques Marketing approach Pricing strategies Customers attitudes Do activity 5.12