

ELEMENTS THAT AFFECT TECHNOLOGY

We reviewed the other day the six elements that affect Technology: materials and their properties, scientific and technical knowledge and concepts, technical drawing, computers, work skills and economic factors.

1.- You must answer the three exercises on page number seven.

After you've finished these exercises, read carefully what marketing is, on page eleven, and the aspects of a marketing plan.

2.- When you've finished the reading, try to answer exercise number 19 on page twelve. To do this, you need to "design" a new fizzy drink or a yoghurt or a cheese.

Remember that the product must be a original product to be competitive in market.