

## Yr9 Business Knowledge

1. What is a loyalty scheme?	Save points in exchange for money off or products.
2. Give two examples of ways in which a market can be segmented.	Age, gender, income, hobbies, location
3. Give 2 benefits to a company of market segmentation.	Identify target audience Market to the right audience Identify disposable income
4. What does socio- economic group mean?	How much you earn
5. What does occupation mean?	Job title
7. What is the purpose of market research to a business?	Find out what customers want
8. Give an advantage of primary research.	Relevant Answers question In date
9. Give a disadvantage of primary research.	Expensive slow
10. Give 2 examples of primary research methods	Focus groups Questionnaires Interviews
11. Give an advantage of secondary research?	Cheap quick
12. Give a disadvantage of secondary research?	Bias Out of date Not accurate
13. Give 2 examples of secondary research	Mintel Internet Company records Books/newspapers
14. Why is meant by social media?	Face book, Instagram
15. What does fixed cost mean?	Costs stay the same according to output
16. Give an example of a fixed cost.	Salaries, rent, advertising,
17. What is a variable cost?	Cost that vary with output
18. Give an example of a variable cost.	Materials, wages, petrol
19. What is meant by revenue?	Revenue is how much money you make from selling goods and services.
20. How do you calculate revenue?	Price x Qty Sold
21. What is a good?	Something that you can touch
22. What is a service?	Something that is performed, e.g. hair cut
23. Name 1 stage of product life cycle	Introduction, Growth, Maturity, Saturation, Decline
24. Give 1 examples of adding value to a mobile phone.	Any new feature

25. Give 1 example of an extension strategy a company can use to extend a product life.	New packaging, new price, new use, new advertising
26. What does USP stand for and give an example.	Unique Selling Point
27. Define patent	New inventions people are not allowed to copy
28. Define competitive pricing?	Pricing alongside competitors prices
29. What is psychological pricing?	Ending in 99p
30. Name a sales promotion technique a business can use.	Bogor, 25% off, but one get one half price