ENGLAND GCSE BUSINESS EDEXCEL · UNIT 1 · 10 QUESTIONS

Enterprise and Spotting an Opportunity — Practice Test

This practice test was made by AI and there may be mistakes. If a question or answer looks wrong, use the Flag a mistake button so it can be fixed.

1 **Sales at a laptop shop rose from 80 to 120 units. The percentage increase is**

- A 50%
- B 55%
- C 100%
- D 500%

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2 **A cafe has revenue of £30,000 and total costs of £20,000. Its profit is**

- A £10,500
- B £50,000
- C £10,000
- D £100,000

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3 **Which of these is a want?**

- A Medicine prescribed by a doctor
- B Bread
- C A games console
- D Water

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4 **What is market growth?**

A A rise in the number of rivals

B A fall in total market sales

C An increase in one business's sales

D An increase in total market sales

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5 **Which business is in the primary sector?**

A A hairdressing salon

B A bank lending money to firms

C A car factory

D A farm growing wheat

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6 **What is market research?**

- A Setting product prices
- B Selling products to customers, in certain situations
- C Finding out what customers want
- D Advertising products

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7 **A business sells 80,000 units in a market of 320,000 units in total. Its market share is**

- A 12%
- B 50%
- C 25%
- D 30%

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8 **Sales rose from 100 to 150 units. The percentage increase is**

A 50%

B 100%

C 500%

D 55%

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9 **What is a start-up?**

A A business that has closed down

B A business that has traded for 50 years

C A large business with many branches

D A newly formed business

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10 **Which is a segment by income?**

A Luxury buyers

B Buyers who shop online

C Buyers who like sport

D Buyers who live in cities

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ANSWER KEY

1. A
2. C
3. C
4. D
5. D
6. C
7. C
8. A
9. D
10. A

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