ENGLAND GCSE BUSINESS OCR · UNIT 2 · 25 QUESTIONS

# Marketing and People — 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** **A business office has revenue of £40,000 and total costs of £30,000. Its profit is**

- A £100,000
- B £10,000
- C £70,000
- D £10,500

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**2** **A bakery borrows £5,000 from a bank at 10% interest a year. The interest paid in one year is**

- A £500
- B £5,500
- C £550
- D £5,000

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3 **Sales at a smartphone shop rose from 50 to 75 units. The percentage increase is**

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

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4 **A delivery van business has revenue of £22,000 and total costs of £16,000. Its profit is**

- A £6,000
- B £6,500
- C £38,000
- D £60,000

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5 **A factory has fixed costs of £2,000 and variable costs of £5 per unit. It makes 200 units. Total costs are**

- A £3,000
- B £2,005
- C £30,000
- D £401,000

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6 **A clothes shop has revenue of £32,000 and total costs of £24,000. Its profit is**

- A £56,000
- B £8,000
- C £80,000
- D £8,500

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7 **What is primary research?**

A Research collected first-hand by the business

B Data from the internet

C Old sales records

D Research collected by others, in certain situations

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8 **When is price skimming useful?**

A When a new product has little competition

B When many rivals sell the same product, in certain situations

C When the market is full

D When costs are very low

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9 **Why might a worker like flexible working?**

- A It means fewer hours
- B It always pays more
- C It removes all supervision, in certain situations
- D It fits around family or study

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10 **A business sells 100,000 units in a market of 250,000 units in total. Its market share is**

- A 20%
- B 40%
- C 80%
- D 45%

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11 **How does place affect sales?**

A Only price affects sales

B Convenient places make buying easier

C Customers always travel far to buy, in certain situations

D Place never affects sales

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12 **Why might a business train workers even though it costs money?**

A Workers will leave if not trained

B Training always pays for itself at once, in certain situations

C Better skills can raise quality and productivity

D Training is required by law always

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13 **What is market size?**

A The profit of a business

B The total sales in a market

C The number of shops

D The sales of one business, in certain situations

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14 **What is piece rate pay?**

A Pay based on the number of items produced

B Pay based on hours worked

C Pay based on age

D The same pay for everyone, in certain situations

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15 **What is promotion?**

A Setting a price

B Telling customers about a product and persuading them to buy

C Making a product

D Choosing where to sell, which depends on the business and the situation

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16 **What is brand loyalty?**

A Buying from any shop

B Buying the cheapest brand

C Trying a new brand each time, in certain situations

D Sticking to one brand over time

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**17** **What happens in the maturity stage?**

- **A** The product is new
- **B** Sales level off as the market is full
- **C** The product is withdrawn, in certain situations
- **D** Sales rise very fast

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**18** **What is internal recruitment?**

- **A** Hiring someone from outside
- **B** Filling a vacancy from existing workers
- **C** Using an agency to find workers, in certain situations
- **D** Advertising the job online

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

A Buyers who shop online

B Buyers who live in cities

C Luxury buyers

D Buyers who like sport

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20 **What is chain of command?**

A A list of all workers

B A plan for training workers, in certain situations

C The line of authority from top to bottom

D A way of paying workers

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**21** **Sales fell from 500 to 250 units. The percentage decrease is**

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

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**22** **What are the 4Ps?**

- A Profit, price, promotion, place
- B Product, profit, promotion, place and packaging
- C Product, price, promotion, place
- D Product, price, people, place

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**23** **Sales rose from 400 to 500 units. The percentage increase is**

- A 25%
- B 250%
- C 50%
- D 30%

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**24** **What is a questionnaire?**

- A A set of questions given to customers
- B A record of past sales
- C A group discussion
- D A face-to-face interview, in certain situations

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25

## What is price skimming?

A Charging a high price at launch, then lowering it

B Charging a low price to enter, in certain situations

C Charging what rivals charge

D Adding a mark-up to costs

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# ANSWER KEY

| | | | | | |
|---|---|---|---|---|---|
| **1.** | B | **10.** | B | **19.** | C |
| **2.** | A | **11.** | B | **20.** | C |
| **3.** | D | **12.** | C | **21.** | D |
| **4.** | A | **13.** | B | **22.** | C |
| **5.** | A | **14.** | A | **23.** | A |
| **6.** | B | **15.** | B | **24.** | A |
| **7.** | A | **16.** | D | **25.** | A |
| **8.** | A | **17.** | B | | |
| **9.** | D | **18.** | B | | |

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