ENGLAND GCSE BUSINESS OCR · UNIT 2 · 5 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 delivery van business has revenue of £10,000 and total costs of £6,000. Its profit is**

- A £4,500
- B £4,000
- C £16,000
- D £40,000

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2 **What is a disadvantage of cost-plus pricing?**

- A It needs to know rivals' prices, in certain situations
- B It ignores what customers will pay
- C It cannot be used for services
- D It always sets prices too low

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3 **Sales fell from 200 to 150 units. The percentage decrease is**

A 30%

B 250%

C 25%

D 50%

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4 **What is a non-financial method of motivation?**

A A bonus

B Higher pay

C Job enrichment or praise

D Profit sharing, in certain situations

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5 **What is market growth?**

A A fall in total market sales

B An increase in total market sales

C A rise in the number of rivals

D An increase in one business's sales

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ANSWER KEY

1. B
2. B
3. C
4. C
5. B

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