

Name: **Business A-level – Continuous assessment – 25/9/2017**

A1. What is meant by *dynamic market*? (1 mark)

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A2. What is meant by *behavioral segmentation*? (1 mark)

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A3. Perceptual maps are *two-dimensional*. What does that mean. (1 marks)

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A4. Explain the difference between a *functional objective* and a *corporate objective*. (2 marks)

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A5. What are the four strategies outlined by *Ansoff's Matrix*? (2 marks)

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A6. What is the difference between a *long-term strategy* and a *tactic*? (2 marks)

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A7. Give three examples of information that an *internal audit* might find? (1 mark)

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B. Define the following key words:

Market share (1 mark):

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Market segment (1 mark):

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Market positioning (1 mark):

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Corporate objectives (1 mark):

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Mission statement (1 mark):

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Corporate strategy (2 marks):

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Portfolio analysis (2 marks):

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Trade associations (1 mark):

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