

Name: ..... **Business AS-level – Continuous assessment – 29/9/2017**

**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.** How is *market share* calculated. (1 marks)

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**A5.** State four *sources of data* for secondary research. (2 marks)

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**A6.** Why might *qualitative* data be open to different interpretations? (2 marks)

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**A7.** State three ways a business might position its products. (2 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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Mass market (1 mark):

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Sample (1 mark):

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Added value (2 marks):

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Product differentiation (2 marks):

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Database (1 mark):

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