

A LEVEL EDEXCEL BUSINESS PAPER 1 With Questions And Answers -2024

mass market - Answer a market that targets a large segment - products are standardised

niche market - Answer a market that targets a small segment - customers have specific needs that aren't catered by the mass market

brand name - Answer a name, sign, symbol or other feature that allows consumers to identify the goods of a business and differentiate it from rivals

e-commerce - Answer conducting business transactions online

online retailing/ e-tailing - Answer buying goods online

market - Answer an arrangement where the buyer and seller can trade and communicate

marketing - Answer process that involves identifying, analysing and anticipating customer requirements profitably

market share - Answer the total sales a business has in a particular market that involves one and more other businesses

primary/field research - Answer data collected first-hand for a specific purpose (involves questionnaires)

secondary/desk research - Answer data that already exists for a different purpose (can be internal - stock movements/sales figures and external - international publications/rival websites)

quantitative research - Answer data can be measured (financial element to it)

qualitative research - Answer research based on opinions, beliefs and intentions.

consumer panel - Answer group of consumers are asked for feedback of a product after a period of time

database - Answer a system that stores data electronically - has features such as find and sorting.

As Business Edexcel

Rosina Ehmman



As Business Edexcel:

As Business Edexcel Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the power of words has become more evident than ever. They have the capability to inspire, provoke, and ignite change. Such is the essence of the book **As Business Edexcel**, a literary masterpiece that delves deep into the significance of words and their impact on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall affect readers.

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