

Check In quiz

Influences on business

Questions

1. What is ethical behaviour?

- A Advertising worldwide
- B Doing the right thing
- C Making a profit
- D Selling online

Your answer

[1]

2. Ethical behaviour:

- A is a primary market research method
- B is a staff training method
- C is against the law
- D is often popular with customers

Your answer

[1]

3. Which of the following is an example of ethical behaviour?

- A Having a flat organisation structure
- B Paying the minimum wage
- C Selling goods that are safe
- D Treating workers well

Your answer

[1]

4. Minimising waste in a business is:

- A a procurement issue
- B a quality assurance issue
- C a quality control issue
- D an environmental issue

Your answer

[1]

5. Baxter Publications prints children's comics.

How could it act in an environmentally sustainable way?

- A Donate to a children's charity
- B Get a bank loan
- C Merge with a magazine publisher
- D Use recycled paper

Your answer

[1]

6. Fabrice Fabrics Ltd minimises the amount of pollution it creates by using special filters in its chimneys.

Which one of the following is an impact on Fabrice Fabrics Ltd of using special filters to reduce the amount of pollution it creates?

- A Its cash inflows will increase
- B Its costs will increase
- C Its output will increase
- D Its profits will increase

Your answer

[1]

7. Unemployment measures:

- A the number of people in work
- B the number of people looking for work
- C the number of people who cannot work
- D the number of people who do not work

Your answer

[1]

8. Which of the following types of business is **most** likely to benefit when consumer income levels are low?

- A A car manufacturer
- B A discount supermarket
- C A jewellers shop
- D A high-class restaurant

Your answer

[1]

9. Which of the following is a benefit to an electrical retailer of high levels of unemployment in its local area?

- A Customers will be willing to pay more for the products
- B Customers will spend more time in the shop
- C The retailer can have more sales promotions
- D The retailer could pay lower wage rates

Your answer

[1]

10. An increase in the number of businesses that trade internationally is called:

- A diversification
- B e-commerce
- C globalisation
- D logistics

Your answer

[1]

11. Globalisation encourages:

- A fewer businesses to expand
- B large businesses to treat its suppliers fairly
- C manufacturing businesses to care for the environment
- D more businesses to sell in foreign countries

Your answer

[1]

12. Which of the following is a positive impact on a business of globalisation?

- A Cultural differences can be ignored
- B Packaging will need to be written in different languages
- C The business can reach more customers
- D There will be more firms to compete with

Your answer

[1]

Mark scheme

Question	Answer	Marks	Rationale
1	(c)	1	<p>(a) Incorrect, this is global activity.</p> <p>(b) Correct answer: Ethical behaviour is doing the right thing.</p> <p>(b) Incorrect, although there may be some conflict between high profits and ethical behaviour.</p> <p>(d) Incorrect, selling online is called 'e-commerce'.</p>
2	(d)	1	<p>(a) Incorrect, there are lots of primary market research methods, but 'ethical behaviour' is not one of them.</p> <p>(b) Incorrect, a firm should behave ethically when training its staff however this is not the meaning of the concept of ethical behaviour.</p> <p>(c) Being ethical is not against the law, rather it is doing above and beyond the minimum that the law requires.</p> <p>(d) Correct answer: Ethical behaviour appeals strongly to modern consumers, and appear to be increasing in popularity.</p>
3	(d)	1	<p>(a) A flat structure removes much of the tiered hierarchy in an organisation, but it does not go hand in hand with ethics.</p> <p>(b) Paying at least the minimum wage is a legal, rather than an ethical, issue. Paying the minimum wage rather than the living wage suggests that the firm is more likely to be behaving unethically.</p> <p>(c) Selling safe goods is a legal requirement, rather than an ethical issue.</p> <p>(d) Correct answer: Treating workers well is an example of ethical behaviour.</p>

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Question	Answer	Marks	Rationale
4	(d)	1	<p>(a) Procurement is concerned with sourcing supplies.</p> <p>(b) Quality assurance involves procedures being put in place at all stages of the production process to try and minimise errors.</p> <p>(c) Quality control involves checking products and services after they have been produced or provided.</p> <p>(d) Correct answer: Reducing wastage is an environmental concern.</p>
5	(d)	1	<p>(a) This is an example of ethical, rather than environmental, behaviour.</p> <p>(b) A bank loan is a source of finance which may help a business survive, but this is not the meaning of the word 'sustainable' in the environmental sense.</p> <p>(c) This is an example of external growth.</p> <p>(d) Correct answer: Recycling is a way of preserving the world's resources for future generations.</p>
6	(b)	1	<p>(a) Increased costs lead to increased cash outflows, rather than increase cash inflows.</p> <p>(b) Correct answer: Buying filters will increase business costs. Environmentally friendly behaviour frequently, but not always, increases business costs.</p> <p>(c) There is no direct link between the reduction of pollution in this example and the level of output, if there is to be any effect on output it is likely to be negative.</p> <p>(d) Since costs will increase, all things being equal, profits will fall rather than rise.</p>
7	(b)	1	<p>(a) This is 'employment', rather than 'unemployment'.</p> <p>(b) Correct answer: Unemployment measures the number of people registered and looking for work.</p> <p>(c) Incorrect, unemployment is a measure of those actively seeking work.</p> <p>(d) Incorrect, unemployment measures those actively seeking work.</p>

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Question	Answer	Marks	Rationale
8	(b)	1	<p>(a) A car is a luxury and unlikely to benefit during periods of low income.</p> <p>(b) Correct answer: A discount supermarket appeals when budgets are low and spending needs to be on essentials.</p> <p>(c) A jewellers sells expensive gold and silver jewellery, demand is likely to fall when money is tight.</p> <p>(d) Going to high-class restaurant is an expensive luxury and will be negatively affected by low levels of consumer income.</p>
9	(d)	1	<p>(a) High levels of unemployment mean that consumer spending power will be low, customers will be less willing, rather than more willing, to pay higher prices.</p> <p>(b) Customers with more leisure time through being unemployed may or may not spend more time looking around the electrical store; however, looking without purchasing is not an advantage to a business.</p> <p>(c) The retailer is always free to choose how many sales promotions it offers. However, a sales promotion lowers the price charged, so this is not a benefit to the business unless it increases demand, which is unlikely in times of high unemployment.</p> <p>(d) Correct answer: High levels of unemployment will mean that jobs are scarce and wage rates can be kept low.</p>
10	(c)	1	<p>(a) Diversification involves a significant change in a firm's product range or market.</p> <p>(b) Selling online is called e-commerce.</p> <p>(c) Correct answer: Globalisation is the increase of cross-country trading.</p> <p>(d) Logistics is the organisation of the movement of goods and resources.</p>
11	(d)	1	<p>(a) Globalisation is likely to lead to more multinational businesses and more businesses operating internationally. Both of these are likely to increase, rather than reduce, the number of business expanding.</p> <p>(b) Fair treatment of suppliers is an ethical consideration.</p> <p>(c) Caring for the environment is an environmental consideration.</p> <p>(d) Correct answer: Globalisation encourages businesses to sell across country borders.</p>

Question	Answer	Marks	Rationale
12	(c)	1	<p>(a) Cultural differences should never be ignored, and the increase in globalisation will increase the need to take cultural differences into account.</p> <p>(b) This is an impact on a business of globalisation, however it is not a positive one.</p> <p>(c) Correct answer: Globalisation increases the number of potential customers by including not just national markets but international and global ones.</p> <p>(d) Globalisation does lead to increased competition, this is a benefit to the customer. However, it has a negative impact on a business.</p>

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