

Week 42

A-Level Business

Homework bundle for this week

本周作业合集

exercises.lol

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A-Level Business

Name: _____ Score: _____

1. A time series is data that is:
 - ☐ recorded over regular time intervals
 - ☐ collected from one survey
 - ☐ about competitors only
 - ☐ always seasonal
2. If sales rise as advertising rises, the two show:
 - ☐ positive correlation
 - ☐ negative correlation
 - ☐ no correlation
 - ☐ causation only
3. Selling more of an existing product to its existing market is:
 - ☐ market penetration
 - ☐ diversification
 - ☐ product development
 - ☐ market development
4. Selling home-produced goods to customers abroad is:
 - ☐ exporting
 - ☐ importing
 - ☐ a joint venture
 - ☐ franchising
5. Sales over four quarters are 30, 34, 28, 32. What is the 4-quarter moving average?

6. A strong correlation between two variables:
 - ☐ does not prove one causes the other
 - ☐ always proves causation
 - ☐ means they are unrelated
 - ☐ is impossible

7. Which are opportunities of entering international markets? (Select all that apply.)

- ☐ access to larger markets
- ☐ economies of scale
- ☐ spreading risk across countries
- ☐ guaranteed profit

Tick every correct option.

8. Extrapolation assumes the future will follow the past trend.

- ☐ True ☐ False

9. Two variables can be strongly correlated because of a third, hidden factor.

- ☐ True ☐ False

10. Diversification is generally the highest-risk Ansoff strategy.

- ☐ True ☐ False

A-Level Business

1. **recorded over regular time intervals**

A time series records a variable over regular periods.

2. **positive correlation**

Both moving up together is positive correlation.

3. **market penetration**

Penetration deepens sales in the current market — lowest risk.

4. **exporting**

Exporting sells domestic output overseas.

5. **31**

$(30 + 34 + 28 + 32) \div 4 = 124 \div 4 = 31$.

6. **does not prove one causes the other**

Correlation is not causation — a third factor may explain it.

7. **access to larger markets; economies of scale; spreading risk across countries**

Bigger markets, scale and risk-spreading are real gains; profit is never guaranteed.

8. **True**

That assumption fails if conditions change.

9. **True**

A lurking variable can drive both.

10. **True**

It moves the firm into both new products and new markets.

8.1 Marketing analysis

Name: _____ Class: _____ Date: _____

Total: 27 marks

KEY WORDS trend 趋势 • seasonal variation 季节性波动 • elasticity 弹性 • correlation 相关性 • sales forecasting 销售预测

Objective

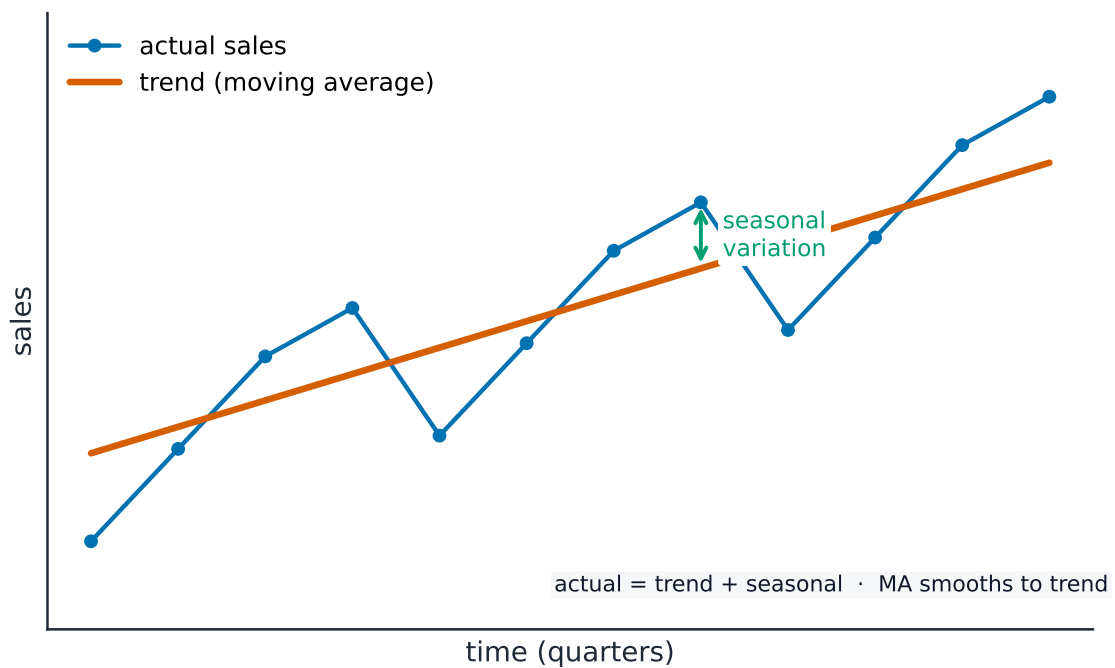
Build the skills to answer exam questions on **marketing analysis** 营销分析 — **sales forecasting** 销售预测 and **time-series analysis** 时间序列分析 (**trend** 趋势 and **seasonal variation** 季节性波动), **correlation** 相关性, and using **elasticity** 弹性 in marketing decisions.

You must be able to:

- explain trend and seasonal variation and calculate a forecast
- interpret correlation (and know it is not causation)
- analyse and evaluate the usefulness of marketing analysis tools

1 Worked examples

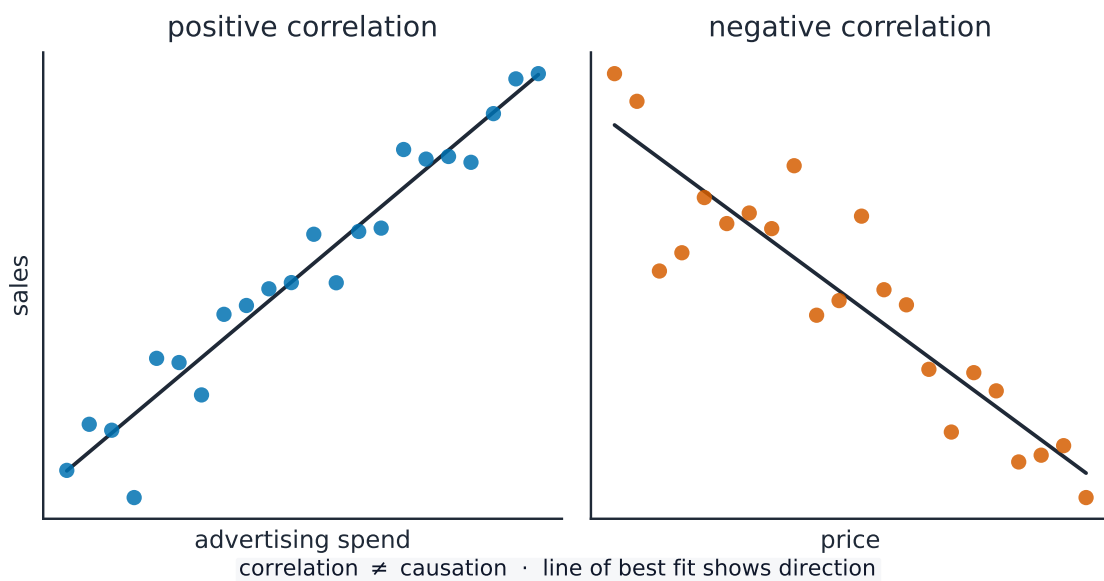
- Forecasting from a time series



Trend = long-run direction; seasonal variation = the regular within-year rise and fall

seasonal variation = actual value – trend value forecast = trend + seasonal variation

- **Worked:** trend 500, actual 560 → seasonal variation = +60. Next year's forecast for that quarter = trend + 60.
- **Correlation:** positive (rise together) or negative (one rises, other falls); strong correlation predicts but does **not** prove cause.



Correlation: positive (both rise) vs negative (one rises as the other falls)

- **Elasticity:** PED guides price; YED plans for booms/recessions; XED predicts a rival's price move.

Answer shapes: AO1 + AO2 + AO3 (reasoning chain) + AO4 (a supported judgement *in context*).

2 Practice

2.1 Define the term *sales forecasting*. [2]

2.2 A quarter has a trend value of 500 units and actual sales of 560 units. Calculate the seasonal variation. [2]

2.3 State the difference between *positive* and *negative* correlation. [2]

3 Exam-style questions

3.1 Explain one benefit to a business of accurate sales forecasting. [3]

3.2 A firm forecasts a **trend** of 800 units for next quarter. The average **seasonal variation** for that quarter is -120 units.

(a) Calculate the forecast sales for the quarter. [2]

(b) Analyse one limitation of relying on this forecast. [4]

3.3 Evaluate the usefulness of time-series analysis to a business that is planning production. [12]

Solutions

Business answers are marked by **level of response** against the assessment objectives: award **AO1** knowledge, **AO2** application, **AO3** analysis and **AO4** evaluation.

2.1 predicting future sales from past data and market knowledge (2 for a clear definition; 1 for a partial idea).

2.2 $560 - 500 = +60$ units (2; award 1 for a correct method with the wrong figure).

2.3 positive correlation: as one variable rises, the other rises too; negative correlation: as one rises, the other falls (2 for a clear difference; 1 for a partial idea).

3.1 [3] **AO1** 1 — name a benefit (better planning of production, staff, stock or cash). **AO2** up to 2 — develop it, e.g. a good forecast lets the firm order the right amount of stock → no shortage or waste → lower costs (2 developed / 1 limited).

3.2 (a) forecast = $800 + (-120) = 680$ units (2; award 1 for a correct method with the wrong figure). (b) [4] **AO1/AO2** 1–2 + **AO3** up to 2 — e.g. the forecast assumes past patterns continue → a new competitor or changed tastes could break the trend → the actual figure may differ a lot → production based on it could be too high or too low.

3.3 [12] **AO1** 2 / **AO2** 2 / **AO3** 2 / **AO4** up to 6. **Useful:** smooths out noise to show the trend, reveals seasonality, and supports planning of output, stock and staff. **Limited:** it assumes past patterns continue (extrapolation), ignores sudden change, and the forecast is only as good as the data. **Judgement:** time-series analysis is a helpful planning guide, especially for a seasonal product, but it should be combined with market knowledge — its value depends on how stable the market is.

- 4 (a)** Using the data in Table 1.2, calculate the monthly revenue from the sales of the classic pie after the price increase.

[4]

- (b)** Evaluate the usefulness to PPP of elasticity measures when deciding on the marketing mix for the new cheese pies in export markets.

[illegible]

(This area contains horizontal dotted lines for writing.)

- 4 (a)** Using the data in Table 1.4, calculate the four period centred moving average for Quarter 1 2025.

[4

- (b)** Evaluate the usefulness of time series analysis to KTJ in making business decisions.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

[12]

4 (a) (i) Using the data in Table 1.2, calculate the average seasonal variation for Quarter 4.

..... [2]

(ii) Jon has calculated the trend for 2025 Quarter 4 as \$21.41 million.

Using your answer to **(a)(i)**, calculate forecast sales for 2025 Quarter 4.

..... [2]

(b) Evaluate whether time series analysis is sufficient to allow WS to make decisions to achieve its marketing objective.

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[12]

8.2 Marketing strategy

Name: _____ Class: _____ Date: _____

Total: 29 marks

KEY WORDS market penetration 市场渗透 • ansoff's matrix 安索夫矩阵 • product portfolio analysis 产品组合分析
 • market development 市场开发 • marketing strategy 营销战略

Objective

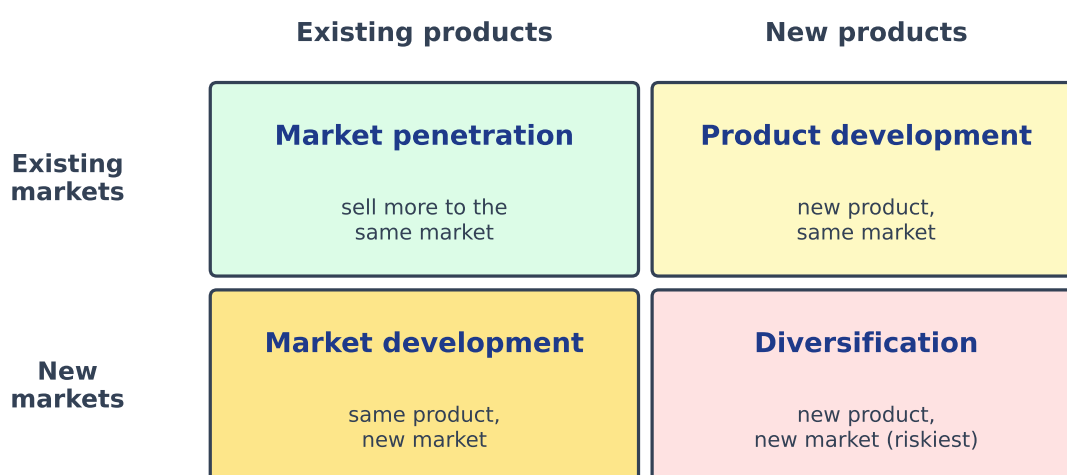
Build the skills to answer exam questions on **marketing strategy** 营销战略 — **Ansoff's matrix** 安索夫矩阵, **product portfolio analysis** 产品组合分析, and entering **international markets** 国际市场 (globalisation and **localisation** 本地化).

You must be able to:

- describe Ansoff's four growth strategies and their risk
- explain product portfolio analysis and the ways to enter a foreign market
- analyse and evaluate a marketing strategy for growth

1 Worked examples

■ Ansoff's matrix



Exam: risk rises toward diversification — new product × new market is highest risk

Existing/new products across the top, existing/new markets down the side

- **Market penetration** (existing product, existing market) — safest.

- **Product development** (new product, existing market) and **market development** (existing product, new market).
- **Diversification** (new product, new market) — riskiest (both are new).
- **International entry:** exporting (least risk/control) → joint venture → own branch (most). **Localisation** adapts the mix to local tastes and laws.



Ways to enter a foreign market trade off commitment against control

Answer shapes: AO1 + AO2 + AO3 (reasoning chain) + AO4 (a supported judgement *in context*).

2 Practice

2.1 State what **market penetration** means in Ansoff's matrix.

[2]

2.2 State why **diversification** is the riskiest growth strategy.

[2]

2.3 Define the term *localisation*.

[2]

3 Exam-style questions

3.1 Explain one reason a business might choose **market development** to grow. [3]

3.2 Analyse two ways a business could enter a foreign market. [8]

3.3 A successful firm wants to grow. Evaluate whether it should use **market penetration** or **diversification**. [12]

Solutions

Business answers are marked by **level of response** against the assessment objectives: award **AO1** knowledge, **AO2** application, **AO3** analysis and **AO4** evaluation.

2.1 selling more of an existing product to its existing market (2 for a clear idea; 1 for a partial idea).

2.2 because both the product and the market are new, so the firm has no experience of either, giving the highest chance of failure (2 for a clear reason; 1 for a partial idea).

2.3 adapting the marketing mix (product, price, promotion, place) to suit a local market's tastes, language, laws or incomes (2 for a clear definition; 1 for a partial idea).

3.1 [3] **AO1** 1 — give a reason (the home market is saturated; to use spare capacity; a new region wants the product). **AO2** up to 2 — develop it, e.g. selling the existing product in a new country reaches more buyers → higher sales → without the cost of developing a new product (2 developed / 1 limited).

3.2 [8] For **each** of two ways: **AO1** 1 + **AO2** 1 + **AO3** up to 2. Example chains — *exporting*: sell from the home base → low cost and risk → but less control over how it is sold. *Joint venture*: partner with a local firm → local knowledge and shared risk → faster entry, but profit and control are shared. Maximum 4 per way, 8 total.

3.3 [12] **AO1** 2 / **AO2** 2 / **AO3** 2 / **AO4** up to 6. **Market penetration**: low risk, uses what the firm knows — but limited growth if the market is saturated. **Diversification**: large growth and spreads risk — but the highest chance of failure, needing new skills and finance. Judgement: a cautious firm should grow first by penetration or development, turning to diversification only when it has the resources and the core market is exhausted — the choice depends on its finances and the state of its current market.