8. Marketing (A Level)

Starter Quiz · 课前小测

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.