

13 How might a trade union increase its bargaining power?

- A** by expanding the market for the product
- B** by increasing the cost of union membership for workers
- C** by restricting the entry of workers to the industry
- D** by supporting wage claims in other industries

14 To be able to produce a car tyre, rubber is required.

If a car tyre manufacturer merges with a supplier of rubber, which type of merger is this?

- A** conglomerate
- B** horizontal
- C** internal
- D** vertical

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27 What will increase the level of specialisation in an economy?

- A** A computer manufacturer takes over an advertising company.
- B** A retail store issues its own credit card.
- C** A travel agent provides transport to the airport.
- D** A vehicle assembler reduces its range of vehicles.

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12 A fast-food multinational bought a food-ordering website, in order to allow the multinational's customers to download menus and make advance payments.

Which term best describes this merger?

- A** backward vertical
- B** conglomerate
- C** forward vertical
- D** horizontal

15 A clothing manufacturer expands by taking over a clothing retailer.

Which type of merger is this?

- A** backward vertical
- B** conglomerate
- C** forward vertical
- D** horizontal