



Pearson  
Edexcel

# GCSE (9-1)

Theme 1.3.1 Retrieval Resource  
**Business**  
Business aims and objectives



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## Retrieval Quiz - 1.3.1: Business aims and objectives

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### Questions:

1. Define the term **market share**.

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2. The **two** of the following are financial aims for an entrepreneur when starting up a business?

- A. Business survival
- B. Environmental protection
- C. Increased profit
- D. Individual control
- E. Personal satisfaction

3. Give **two** reasons why profitability might be an objective for an entrepreneur starting a new business.

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4. Give **two** examples of social objectives that an entrepreneur might have when starting a new business.

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5. Define the term **financial security**.

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.....



**Answers:**

1. Define the term **market share**.

The proportion of sales in a market that are taken by one business.

2. The **two** of the following are financial aims for an entrepreneur when starting up a business?

**A. Business survival**

B. Environmental protection

**C. Increased profit**

D. Individual control

E. Personal satisfaction

3. Give **two** reasons why profitability might be an objective for an entrepreneur starting a new business.

To generate income for the entrepreneur

To enable the business to grow

4. Give **two** examples of social objectives that an entrepreneur might have when starting a new business.

Environmental protection

Supporting local community

Reducing carbon emissions

5. Define the term **financial security**.

Having sufficient cash flow/revenue/income to ensure a business can survive.