



Pearson
Edexcel

GCSE (9-1)

Theme 2.1.3 (Part 2) Retrieval Resource:
Business
Business and globalisation



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Retrieval Quiz - 2.1.3 (Part 2): Business and Globalisation

Questions:

1. Give **one** reason why trade blocs may be a barrier to international trade.

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2. Give **two** impacts on a business, if the country that it exports to, introduces tariffs.

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3. Which **one** of the following will change if a business decides to focus only on e-commerce?

- A Price
- B Place
- C Product
- D Promotion

4. Give **two** benefits to a business of using the internet to compete internationally.

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5. Give **two** changes to the marketing mix that would allow a business to compete with low-cost competitors from abroad.

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Answers:

1.

- May introduce costly legislation
- May introduce quotas
- May introduce tariffs

2.

- Lower sales/revenue
- May have to focus on domestic/new markets
- May have to increase efficiency
- May have to lower prices

3. A

4.

- Can access a global market
- Higher sales/revenue
- Low-cost way of selling to many countries

5.

- Change place to the Internet to lower costs
- Develop new products
- Improve product quality
- Increase promotion to differentiate
- Reduce price