



Business Studies: Grade 10 (General)

Term 1: Checkpoint Final

2023-2024

Student Name: Click or tap here to enter text.

Student Number: Click or tap here to enter text.

Class: Click or tap here to enter text.

School Name: Click or tap here to enter text.

1.	What is a market?
	Click or tap here to enter text.
	(2 marks)
2.	Explain the difference between an industrial market and a consumer market.
(a)	An industrial market is Click or tap here to enter text. .
(b)	A consumer market is Click or tap here to enter text. .
(c)	Identify an example of an industrial market Click or tap here to enter text. .
(d)	Identify an example of a consumer market Click or tap here to enter text..
	(4 marks)
3.	Give one reason why a business should use marketing. Click or tap here to enter text.
	(2 marks)
4.	<i>A health study shows that people who spend at least one hour in the gym per day live five years longer than people who do not go to the gym.</i>
	Based on the health study, gym membership is likely to:
(a)	Increase <input type="checkbox"/> Not change <input type="checkbox"/> Reduce <input type="checkbox"/>
	This is an example of:
(b)	Population change <input type="checkbox"/> Technology change <input type="checkbox"/> A change in tastes and fashion <input type="checkbox"/>
	<i>A Dubai clothing store has to decide whether to increase its stock of coats and umbrellas during the 'Wasm' season.</i>
	The clothing store should:
(c)	Increase stock <input type="checkbox"/> Not change stock <input type="checkbox"/> Reduce stock <input type="checkbox"/>
	This is an example of:
(d)	population density change <input type="checkbox"/> a change in Climate <input type="checkbox"/> a change in tastes and fashion <input type="checkbox"/>
	(4 marks)



5.		In order to make their marketing more effective many firms use market segmentation.
		How many ways can you think of to segment a market?



(4 marks)

6.		Niche or Mass market?
	(a)	A business wishing to achieve a high level of sales is likely to target a Choose an item..
	(b)	Consumers wishing to have more choice are likely to buy Choose an item. products.
	(c)	Luxury cars are an example of a Choose an item. product.
	(d)	In a Choose an item. businesses may be able to charge less competition Mass market.

(4 marks)



7.		Saeed is thinking of starting a pilot school, to teach people to fly. He sees no reason to carry out market research. Give two reasons why he might be wrong.	
		Reasons to carry out market research	
		Reason 1 Click or tap here to enter text.	Reason 2 Click or tap here to enter text.

(2 marks)

8.		Identify two primary research methods and two secondary research methods.	
		Primary Research	Secondary Research
		Choose an item.	Choose an item.
		Choose an item.	Choose an item.

(4 marks)

9.		Qualitative and quantitative data.	
		Are the following statements True or False?	
	(a)	Qualitative data is related to numbers. Choose an item.	
	(b)	Quantitative data can be presented in graphs or charts. Choose an item.	

(2 marks)

10.		Tables and graphs	
		What types of graph are shown below?	
		<p>Income</p>	<p>Traffic to the Model Homes (April – June)</p>
		Click or tap here to enter text.	Click or tap here to enter text.

(2 marks)

Total	/30
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