

# Smaller Multiple Choice Questions (15 marks)

- Flat organisation
- Focus group
- Sole trader
- Calculating percentage changes
- Tv advertising
- Interpreting pie charts
- Digital communication
- Human resources & their role
- Purpose of market research
- Calculating averages
- Developing new business ideas
- Stakeholders & limited liability
- Distribution chains
- Communication methods

# Larger Questions

- Internal & external stakeholders
- Planning business activities
- Recruiting employees
- Communication methods
- Objectives for a business
- Risks for entrepreneurs
- Legislation in recruitment
- Calculating profit sharing
- Recruiting temporary employees (7 marks)
- Motivation by praise / bonuses (9 marks)
- Partnerships (+/-) (6 marks)
- Qualitative & Quantitative data (9 marks)
- Cost plus pricing (9 marks)