

## TOPIC 5 Test: Understanding External Influences on Business

Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in the box. If you change your mind about an Answer, put a line through the box and then mark your new question with a cross.

**1 (a) Which one of the following is most likely to be an example of an objective of a Business's customers?**

Select **one** answer:

**(1)**

- A Interesting work
- B Safe working environment
- C Sound return on investment
- D Value for money

**(b) Which one of the following is the correct definition of e-commerce?**

Select **one** answer:

**(1)**

- A A way of making financial transactions through the use of microchips and transistors that control and direct electric currents
- B The electronic transmission of information that has been encoded for storage and processing by computers
- C The sale or purchase of goods or services conducted over computer networks
- D Websites and applications that enable users to create and share content and interact with others

**(c) Explain one way in which stakeholders can impact on business activity.**

**(3)**

.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...

**(d) Explain one way in which digital communication can impact on a business's marketing mix.**

**(3)**

.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...

**(Total for Question 1 = 8 marks)**

**2 (a) Which two of the following business stakeholder objectives are most likely to be the objectives of a business's managers?**

**Select two answers:**

**(2)**

- A Employment for local people
- B High rewards
- C Investment in local events
- D Job security
- E Protection of wildlife

**(b) Which two of the following business stakeholder objectives are most likely to be the objectives of the government?**

**Select two answers:**

**(2)**

- A Capital gain on shares
- B Compliance with legislation
- C Interesting work
- D Payment of taxes
- E Regular, secure, high dividends

**Give two basic rights of consumers.**

**(2)**

1

.....

.....

...

2

.....

.....

...

**(d) Explain one way in which employment legislation impacts on businesses.**

**(3)**

.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...

**(e) Explain one way in which unemployment might impact on a business.**

**(3)**

.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...  
.....  
...

**(Total for Question 2 = 12 marks)**





.....

...

.....

...

.....

...

.....

...

**(Total for Question 3 = 15 marks)**

**TOTAL FOR TOPIC 5 TEST = 35 marks)\_\_\_**