

# A291: Marketing and Enterprise

Name:

1. Describe two reasons why someone would want to set up their own business.

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Sample

(6 marks)

2. Using examples, explain the terms:

a) Psychological pricing

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(2 marks)

b) Price skimming

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(2 marks)

c) Loss leader pricing

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(2 marks)

3. A large UK supermarket chain are looking into expanding their business by opening up more stores overseas. Explain the suitability of desk research in helping them make a decision.

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Sample

(6 marks)