



**HOLIDAY HOMEWORK  
CLASS X A IGCSE**

**SUMMER BREAK 2018-19  
SUBJECT : BUSINESS STUDIES**

**CHAPTER 16 : MARKETING STRATEGY**

- Q1. What is meant by a *marketing strategy*? [2]
- Q2. For 'Product' you might ask: 'What type of product does the target market like?' Suggest **one** question you might ask, when developing your marketing strategy, for each of the other three elements of the marketing mix. [3]
- Q3. Identify and explain a pricing strategy to use if the product is at the introduction stage of the product life cycle. [2]
- Q4. Identify and explain a pricing strategy to use if the product is at the maturity stage of the product life cycle. [2]
- Q5. Identify **three** laws in your country which protect consumers when they buy products or services and explain how they protect consumers. [9]
- Q6. Identify **two** reasons why consumer protection laws can be of benefit to a business. [4]
- Q7. Identify **four** reasons for more globalization of business. [4]
- Q8. Identify **five** problems when entering new markets abroad. [5]
- Q9. Identify **three** methods to overcome the problems of entering new markets abroad. [3]
- Q10. Explain how each of the three methods identified in Question 9 would overcome the problems of entering new markets abroad. [6]

**CHAPTER-17 : PRODUCTION OF GOODS AND SERVICES**

- Q11. What is meant by *value added*? [2]
- Q12. A new machine has been introduced into a factory and 100 workers can now produce 1500 units per day. Using the old machine 100 workers could only produce 1000 units per day. How much has output per head increased? [2]
- Q13. Identify **four ways** a business might increase productivity. [4]
- Q14. Identify **four** ways a business might benefit from increasing productivity. [4]
- Q15. Who benefits from a business increasing its efficiency? [6]
- Q16. What is meant by *lean production*? [2]  
Identify **two** methods of lean production. [2]
- Q17. What are the advantages and disadvantages of holding low levels of components and raw material inventories? [8]
- Q18. What is meant by *job production*? [2]
- Q19. As its output expands, a business changes from job production to batch production. What are the advantages of doing this? [4]

Q20. What factors influence the type of production a business should use? [4]

### CHAPTER-18 : COSTS, SCALE OF PRODUCTION AND BREAK –EVEN ANALYSIS

Q21. Identify and explain **two** reasons why it is important for a business manager to know the costs of the business. [4]

Q22. State **one** example of a fixed cost for a car manufacturer. Explain why you consider it to be a fixed cost. [3]

Q23. Explain why the cost of wool would be a variable cost for a carpet manufacturer. [2]

Q24. Identify and explain **two** possible uses of break-even charts. [4]

Q25. Identify and explain **two** possible drawbacks to break-even charts. [4]

Q26. What is meant by the term *total cost*? [2]

Q27. What is meant by the term *average cost*? [2]

Q28. State **three** examples of economies of scale that a supermarket might gain as it expands by opening new stores [3]

Q29. State **two** possible diseconomies of scale for this supermarket as it expands. [2]

Q30. Calculate the break-even level of production for Malawi Bricks Ltd from the following data: [3]

fixed costs \$40000 per year

variable costs 5 cents per brick

selling price 13 cents per brick