

National 5 Business Management Homework



MARKETING/UNDERSTANDING BUSINESS

1. (a) Introduction is the first stage in the product life cycle.
Identify other stages of the product life cycle. (3)
- (b) Describe the advantages of branding to an organisation.
- (c) Compare desk research and field research (4)
- (3)
- (10)

2. (a) A charity is an example of an organisation that operates in the third sector.
- (i) Identify the other sectors of the economy (4)
- (ii) Describe each of the sectors identified above
- (b) Explain the importance of good customer service (2)
- (c) Describe the advantages and disadvantages of setting up in business as a sole trader. (4)
- (10)