

National 5 Business Management Homework



MARKETING/UNDERSTANDING BUSINESS

- 1
 - (a) Describe methods used by an organisation when developing a new product. (4)
 - (b) Discuss the importance of ethical marketing in modern business. (3)
 - (c) Outline 3 methods of promotion used in business. (3)

(10)

- 2
 - (a) Identify 3 business objectives. (3)
 - (b) Explain the importance of customer satisfaction to an organisation. (3)
 - (c) Describe 2 internal factors and their influence on an organisation. (2)
 - (d) Describe the interest of shareholders in an organisation (2)

(10)