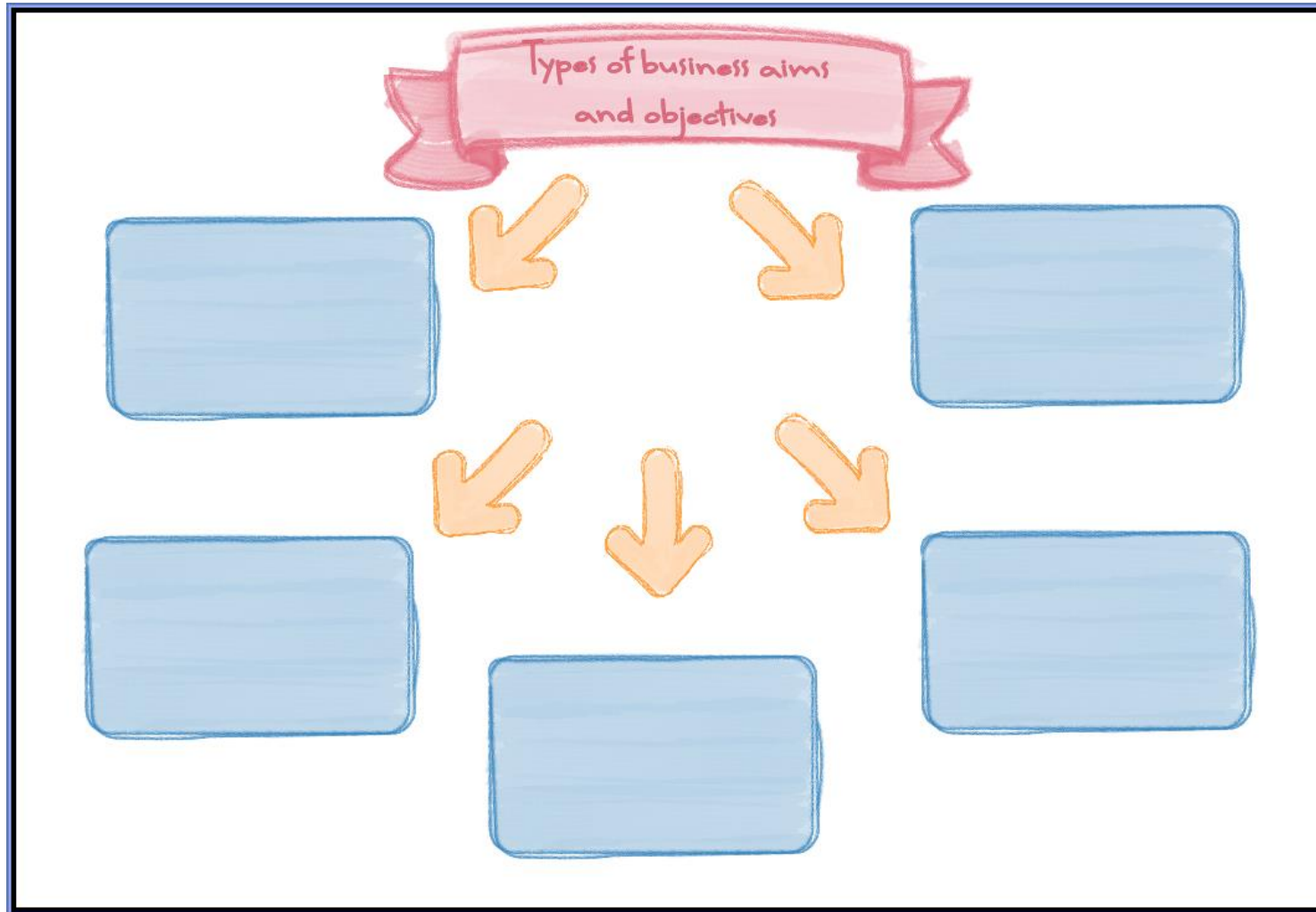
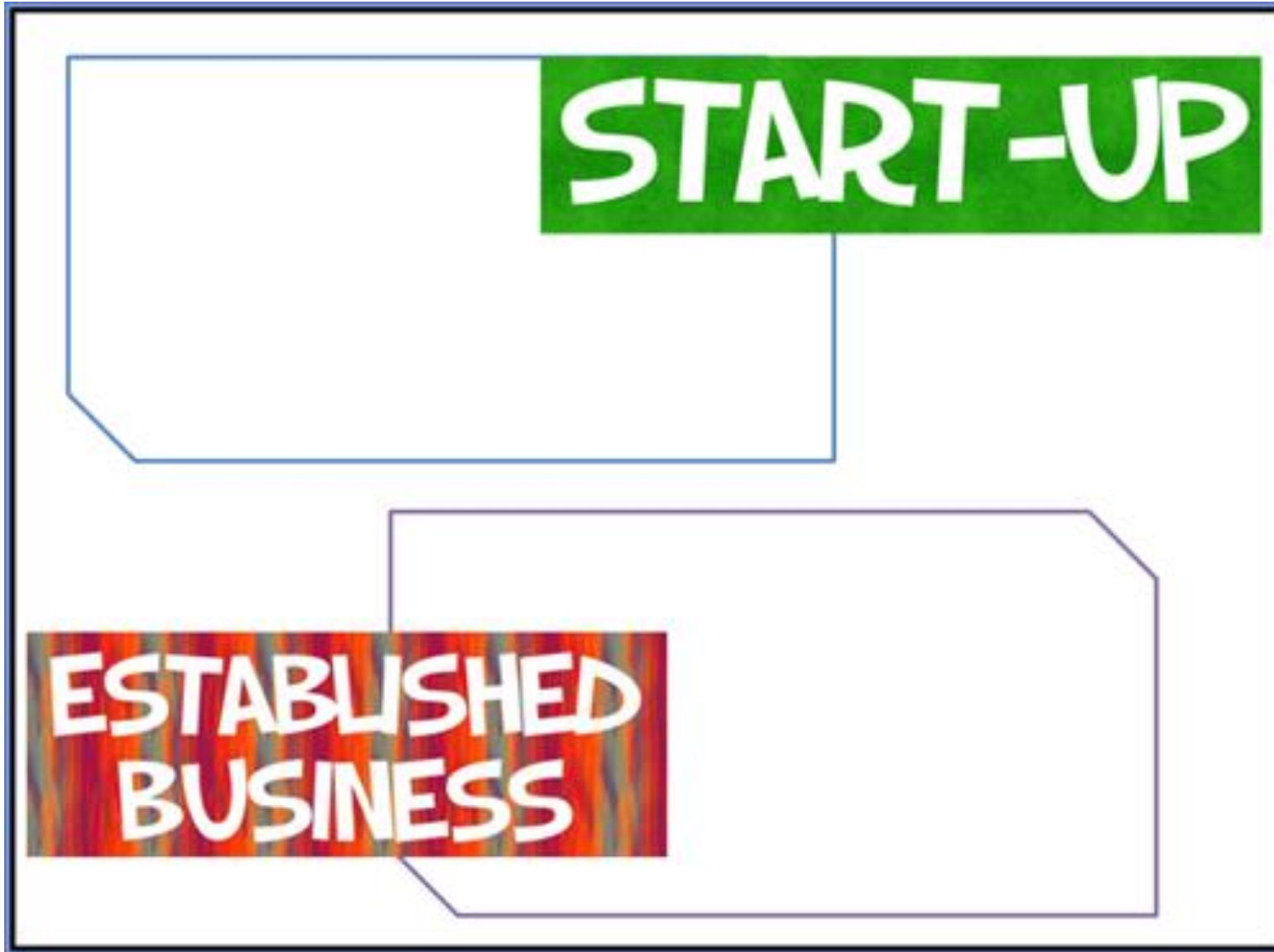


Business 1 (01) - 1.4 Business aims and objectives





Two toy shops in Southville have different objectives.

Which of the following could be a reason why these two businesses have different objectives?

- A Central government sets specific objectives for every business
- B Diversification is not allowed
- C One business is a new start-up and the other is well established
- D The law does not allow businesses to have identical objectives

Your answer

[1]

Which one of the following is **not** a benefit to a business of setting objectives?

- A Business performance can be measured against targets
- B Can be used to motivate the workforce
- C Clear direction for decision makers
- D Increased manager workload

Your answer

[1]

Which of the following would increase the market share of a company?

- A Employing fewer staff
- B Making its products more appealing
- C Reducing output
- D Spending less money

Your answer

[1]