

Name: _____ Date: _____

Chapter 6: Base knowledge worksheet

Full sentence answers are **not** required: SL 18 marks, 18 minutes

HL 18 + 15 marks, 33 minutes

1 What are the **six** basic parts of a business plan (order not important)? (6)

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2 What is the difference between business objectives and business strategies? (2)

3 A business has the objective to change its product packaging in order to attract more people to buy the product. Having set the objective, what are the stages of formal decision-making that the business would go through in order to decide on the details of the change? (6)

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- 4 Give **two** examples of internal constraints and **two** examples of external constraints on businesses. (4)
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- 5 **(HL)** What are the **six** Ms of the fishbone (Ishikawa) diagram? (5)
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- 6 **(HL)** List **two** advantages and **two** disadvantages of using decision trees. (6)
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- 7 **(HL)** SWOT analysis refers to external and internal factors. These may be subjective rather than objective factors. Which factors are external and which are internal? (4)
- external:
 - internal: