

GCSE Business

Core Questions & Vocabulary

Year Group: Year 10

Composite: Unit 2

Composite number: 2 of 6

Core Questions	
1	What are customer needs?
2	What are the 4 P's of the marketing mix?
3	What is the role of Human resources in a Business?
4	The purpose of marketing within business?
5	The purpose of market research?
6	Primary research methods
7	Secondary research methods
8	The use of segmentation to target customers
9	The purpose of marketing within business
10	The use and interpretation of qualitative and quantitative data in market research
Core Vocabulary	
1	Advertising campaign
2	Census group
3	Competitor pricing
4	Cost-plus pricing
5	Decline
6	Design
7	Digital distribution
8	Focus group
9	Innovation
10	Interview
11	Introduction
12	Invention
13	Market data
14	Market research
15	Market segmentation
16	Market share
17	Maturity
18	Penetration pricing
19	Physical distribution
20	Points of sale promotion
21	Primary research
22	Product life cycle
23	Promotional pricing
24	Qualitative data

25	Quantitative data
26	Questionnaire
27	Secondary research
28	Price skimming
29	Target market
30	Trials