The City School

**North Nazimabad Boys Campus**

**Second Monthly Test Session 2019 – 20**

**Class - 9**

**Time: 35 Minutes Business Studies7115 Marks 20**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sec: \_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Kate is an entrepreneur. Two years ago she left her job as a fashion designer at a multinational company. She started up BBB, a women’s sportswear clothing business. BBB targets a market segment of high income consumers. BBB’s products are sold in 3 retail shops and also through its website. Kate said: ‘I saw a gap in the market and took the risk. Obtaining the finance I needed from the bank was not easy. I enjoy making decisions such as using leaflets to promote the clothes. ’BBB’s revenue target for next year is $500000

a) What is meant by ‘entrepreneur’?

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1. Identify two ways (other than legal controls) that government might use to influence business decisions.

Way1: ............................................................................................................................................................................................................................................................................................................................................................

Way2:

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c) Identify and explain two possible reasons why Kate would like to keep her business small.

Reason 1: ............................................................................................................................................................................................................................................................................................................................................................

Explanation: ............................................................................................................................................................................................................................................................................................................................................................

Reason 2: ............................................................................................................................................................................................................................................................................................................................................................

Explanation: ...................................................................................................................................................................................................................................................................................................................................................... [4]

d) Identify three external stakeholder groups and explain their interest in BBB.

Stakeholder group 1: ...........................................................................................................................................

Interest: ............................................................................................................................................................................................................................................................................................................................................................ ............................................................................................................................................................................................................................................................................................................................................................

Stakeholder group 2: ...........................................................................................................................................

Interest: ............................................................................................................................................................................................................................................................................................................................................................ ............................................................................................................................................................................................................................................................................................................................................................

Stakeholder group 3: ...........................................................................................................................................

Interest:

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e) Do you think BBB should go for diversification/integration in their current scenario? Justify your answer.

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