

# The main functions of business

## A

Choose just one answer: a, b, c or d.

**1** 'Personnel' is another name for the:

- a) Finance department
- b) Human Resource Management department
- c) Marketing department
- d) Production department (1 mark)

**2** An example of work that is not a finance activity is:

- a) paying bills
- b) arranging loans
- c) calculating profit or loss
- d) appointing staff (1 mark)

**3** Studying the product lifecycle is carried out in:

- a) Marketing
- b) Finance
- c) Production
- d) Personnel (1 mark)

**4** Functions of the HRM Department include:

- a) setting up lean production methods
- b) buying sales representatives' new cars
- c) setting a price for the firm's product
- d) negotiating with trade unions (1 mark)

**5** 'Promotion' in the Marketing Department involves:

- a) re-grading staff
- b) distributing the products
- c) advertising the products
- d) market research (1 mark)

Score /5

## B

Answer all parts of all questions.

**1** Underline any of the following functions that are typical of a marketing department.

- Recruiting new staff
- Looking after the staff
- Arranging loans
- Research and development
- Planning production runs
- Carrying out market research
- Buying raw materials
- Advertising products
- Paying staff



(2 marks)

**2** Match each marketing term with its example.

- | Term         | Example                            |
|--------------|------------------------------------|
| a) Product   | i) Following a 'skimming' strategy |
| b) Price     | ii) Using a wholesaler             |
| c) Place     | iii) Carrying out direct marketing |
| d) Promotion | iv) Studying market segmentation   |

(4 marks)

Score /6