1 **(a)** Define the term *market growth*. [2]

(b) Explain **one** pricing method. [3]

A-Level Business: **s25 11**

6 **(a)** Analyse **two** ways international markets may present different challenges to a business than national markets. [8]

(b) Evaluate whether customer relationship marketing (CRM) is suitable for all small businesses. [12]

A-Level Business: **s25 13**

4 Analyse **one** advantage to a business of using mass marketing. [5]

Section B

Answer **one** question only.

EITHER