
Vocabulary Test 词汇测验

A-Level Business · Week 18

Topics 8-9 · Marketing (A Level), Operations management (A Level)

Sections A and C are marked on exact spelling; Section B accepts any listed Chinese form.

Question	Answer	Marks
1	time-series analysis	1
2	trend	1
3	seasonal variation	1
4	extrapolation	1
5	marketing planning	1
6	Ansoff's matrix	1
7	market development	1
8	product portfolio analysis	1
9	exporting	1
10	location	1
11	relocation	1
12	quantitative factors	1
13	offshoring	1
14	optimum scale	1
15	total quality management	1
16	waste	1
17	capacity management	1
18	移动平均	1
19	市场渗透	1
20	本地化	1
21	定性因素	1
22	标杆管理	1
23	关键路径分析	1