GAC BUSINESS • EXERCISE SHEET

3.3 External influences and compliance

Name: ____________ Class: ________ Date: __________ **Total: 12 marks**

KEY WORDS external influence 外部影响 • regulation 监管 • compliance 合规 • infrastructure 基础设施

Objective

Analyse an external influence and turn it into a practical business response.

You must be able to:

- identify political, legal, technological, and infrastructure influences
- explain compliance and its importance
- link an external condition to an operational or marketing response

1 Worked examples

■ Turn a condition into a response

A delivery app wants to enter an area with unreliable mobile internet. This **external influence** 外部影响 may stop customers placing orders. The firm could add an offline ordering option or launch first in places with good coverage.

If local law requires customer data to be stored safely, **compliance** 合规 may add cost, but it reduces the risk of fines and loss of trust.

2 Practice

2.1 Define an external influence. [1]

2.2 State one example of infrastructure. [1]

2.3 Explain why a business should check local regulations before launch. [2]

3 Exam-style questions

3.1 A food-delivery business plans to enter a country where roads outside cities are poor. Explain how this could affect its plan. [4]

3.2 A new law requires stronger customer-data protection. Recommend one response by an online retailer and justify it. [4]

Solutions

2.1

- A force outside the business that changes its costs, demand, risks, or choices.

2.2

- Roads, ports, electricity, or internet access.

2.3

- The business can design its product or process to meet the rules.
- This avoids breaches, fines, or damage to customer trust.

3.1

- Poor roads can make deliveries slower or less reliable.
- This raises delivery costs or disappoints customers.
- The firm could launch in cities first or use collection points.
- The response matches the practical limit created by the roads.

3.2

- Improve data security and explain the new privacy process to customers.
- This helps the retailer comply with the law.
- It reduces the chance of a data breach or penalty.
- It can protect customer confidence in the retailer.