



Name: _____ Date: _____

Chapter 29: Base knowledge worksheet

Full sentence answers are **not** required: 19 marks, 19 minutes

1 Give **three** reasons why businesses choose to sell their products in other countries. (3)

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2 List **four** possible differences when goods are sold in an international market, as opposed to a local market. (4)

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3 What is the difference between pan-global and globally localised marketing? (2)

4 List **four** ways of breaking into foreign markets. (4)

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5 List **three** benefits and **three** disadvantages of e-commerce from the point of view of a business.

(6)

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