



Worksheet 4: What is the focus? answers

- 1 Analyse two negative impacts of ecommerce on traditional commerce.

Some learners will analyse positive impacts, and some might focus on traditional commerce.

- 2 Analyse two reasons sole traders find it difficult to raise finance.

Some learners might analyse their focus on sources of finance.

- 3 Analyse how communication helps trade.

Some learners might be tempted to analyse global trade.

- 4 Analyse the increased use of credit by many customers when buying from retailers.

The focus of the analysis should be on the concept of credit from a customer's perspective. A common mistake is NOT reading carefully and understand that the question is asking for analysis from customers' viewpoint and not from the retailers' perspective.

- 5 Analyse two disadvantages to Walter's supermarkets of using competitive advertising.

Some learners might analyse the effect on supermarkets as a whole, but the question is clearly focussed on Walter's.

- 6 Analyse two advantages to the bank of offering internet banking to its customers.

Some learners might analyse internet banking or focus on customers.

- 7 Analyse the trends that have contributed to the decline of the wholesaler.

Some learners might be tempted to simply focus on the decline of the wholesaler without linking their answers to trends.

- 8 Analyse the impact of digital banks on customers.

Some learners might be tempted to focus on digital banks.