



Worksheet 4: What is the focus?

For each of the following questions, identify and underline the focus of the analysis.

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

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

- 3 Analyse how communication helps trade.

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

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

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

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

- 8 Analyse the impact of digital banks on customers.