



## 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.*