



Worksheet 5: Understanding a case study

Read **9609 Specimen Paper 3 Insert** and complete the quiz by ticking the correct answer in the boxes below.

Quiz based on Devonice Ltd (DL)

Tick the appropriate answer below.

Question		A	B	C	D
1	What form of business ownership is DL?	Sole trader	Partnership	Private limited company	Public limited company
2	What type of organisational structure does DL use?	Decentralised	Centralised	Matrix	Delayed
3	What is DL's current capacity utilisation?	70%	80%	90%	100%
4	What market segment does DL target?	Young children	Young adults	Women	Men
5	DL operates in which country?	W	X	Y	Z
6	Which of the following is not one of the actions demanded by the pressure group to reduce sales of high sugar and fat foods?	Regulating product labelling	Restricting advertising	Introducing a tax	Banning high sugar ice cream
7	Why is DL facing pressure to stop using palm oil?	It leads to the loss of rainforests	It makes the ice cream too smooth	It increases the sugar content of ice cream	It is too expensive
8	What is the total time estimated for the production line project?	16	17	18	19

	1	2	3	4	5	6	7	8
A								
B								
C								
D								