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## Question 1

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**Question Type:** MultipleChoice

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Which of the following promotional methods can be described as 'below the line'? (2 marks)

### Options:

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- A- Radio commercials
- B- Sales leaflets and brochures
- C- Internet banners
- D- Cinema advertising

### Answer:

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B

## Question 2

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**Question Type:** MultipleChoice

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Which of the following best describes the economic term 'budget deficit'? (2 marks)

**Options:**

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- A- Government revenues exceeding government expenditure
- B- Government expenditure equaling government revenue
- C- Government revenues creating government expenditure
- D- Government expenditure exceeding government revenue

**Answer:**

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D

## Question 3

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**Question Type: MultipleChoice**

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'Fiscal' policy is government policy controlling which of the following? (2 marks)

**Options:**

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- A- Inflation
- B- Unemployment
- C- Taxation
- D- Wages

**Answer:**

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C

## Question 4

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**Question Type: MultipleChoice**

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Which of the following best describes the pricing policy known as 'penetration' pricing? (2 marks)

**Options:**

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- A- A price in line with that being charged by competitors

- B-** A high price aimed at a quick recovery of costs
- C-** A low price set to gain a large share of the market
- D-** A temporary price reduction to increase sales in the short-term

**Answer:**

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C

## Question 5

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**Question Type:** MultipleChoice

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Which of the following headings would appear in the current account of a country's balance of payments? (2 marks)

**Options:**

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- A-** Transactions in goods and services
- B-** Transactions in external assets and liabilities
- C-** Transactions in large sums of money
- D-** Transactions in stocks and shares

**Answer:**

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A

## Question 6

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**Question Type:** MultipleChoice

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Which of the following types of unemployment describes people leaving one job and moving to another? (2 marks)

**Options:**

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**A-** Cyclical

**B-** Frictional

**C-** Moving

**D-** Structural

**Answer:**

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A

## Question 7

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**Question Type: MultipleChoice**

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Which of the following best defines the term 'Exchange rate'?(2 marks)

### Options:

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- A- The amount of business transacted between one country and another during a year
- B- The speed with which a company receives payment for goods or services sold
- C- The extent of barter transactions in a particular country
- D- The value of one country's currency measured against that of another.

### Answer:

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D

## Question 8

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**Question Type: MultipleChoice**

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Which of the following statements is correct about the relationship between supply and demand? (2 marks)

**Options:**

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- A- When the price of a product is high, the quantity demanded will be high and the quantity supplied will be low
- B- When the price of a product is low, the quantity demanded will be low and the quantity supplied will be high
- C- When the price of a product is high, the quantity demanded will be low and suppliers will be more willing to supply products
- D- When the price of a product is low, the quantity demanded will be high and suppliers will be less willing to supply products.

**Answer:**

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C



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