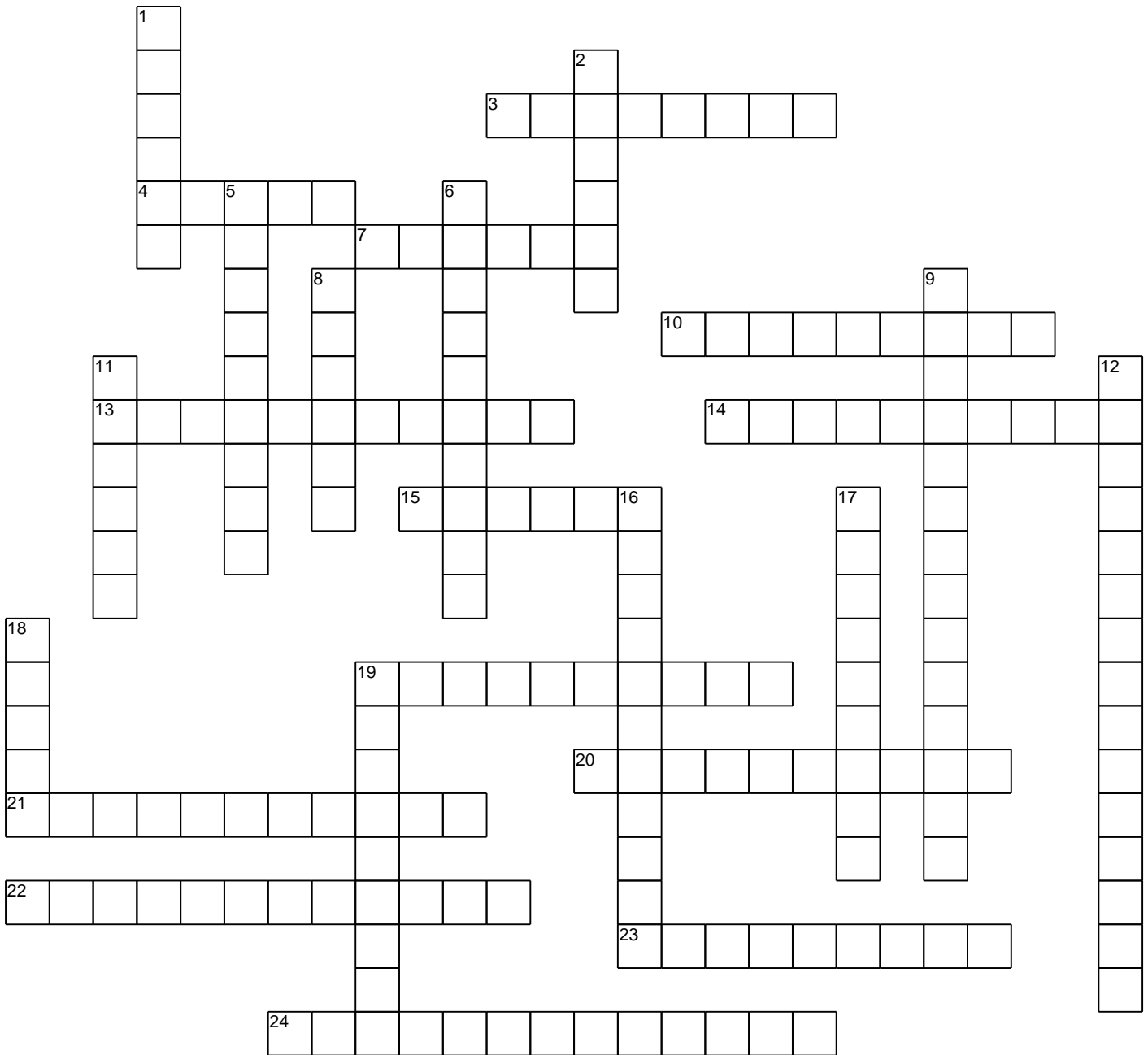


Name: \_\_\_\_\_

# AQA AS Business Unit 1 - Revision Crossword



## ACROSS

3. A fixed amount loan from a bank which is generally used to finance long-term assets (4,4)
4. A focused segment of a larger market sector which is it possible to target.
7. The difference between total sales and total costs
10. Employment that is not permanent.
13. The process of increasing the value of resources by changing them during the production process (6,5)

## DOWN

1. The amount of a product or service that customers are willing and able to pay at a given time
2. The resources (land, labour, capital, enterprise) that go into producing goods and services
5. A set of exclusive rights regulating the use of a particular expression of an idea or information
6. An adviser who is employed for their expertise, advice, or help in an area

14. A selection of people who are brought together to informally discuss market research questions (5,5)
15. The place where buyers and sellers meet
19. The security that a bank will require in order for it to offer a business a bank loan
20. The person or company which operates a franchised business format - under licence from a franchisor
21. A person, business or other organisation with an interest in the activities of a business
22. Market research concerned with collecting data that can be measured
23. A word, symbol, or phrase used to identify a particular company's product
24. A particular type of investor, usually a successful entrepreneur, who is willing to invest in high-risk, high-growth firms at a very early stage (8,5)
8. A detailed plan of income and expenses expected over a certain period of time
9. the difference between the actual level of output and the break-even output (6,2,6)
11. A sample in which each potential member of the population has an equal chance of being selected
12. The cost of a decision as measured by the benefits foregone of the next best alternative (11,4)
16. Amounts owed to suppliers of a business (5,6)
17. The ability to easily turn assets into cash
18. Amounts incurred by a business as a result of its trading operations
19. Those owed money by a business