Unit 103: Introduction to the built environment life cycle

# Worksheet 13: Marketing and business development (learner)

1. Which **two** of the below are traditional methods of advertising locally?
2. Flyers
3. Website
4. Television
5. Phone book
6. Social media
7. To be classed as a small to medium-sized enterprise (SME), a business must employ less than how many employees?
8. 5
9. 50
10. 150
11. 250
12. What is the most important factor that a company needs to succeed in business?
13. An easily navigable website
14. A reputation for quality
15. A low staff turnover
16. A van with a sign on the side
17. What are the **two** main reasons people set up a business?
18. To pursue an interest
19. To gain social standing
20. To gain financial rewards
21. To support conglomerates
22. To support community programmes