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IGCSE Business Studies 4.1 Production of goods and...

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Activity 1 - Cambridge University Press

The Cambridge IGCSE Business Studies syllabus develops learners' understanding of business activity in the public and private sectors, and the importance of innovation and change. Learners find out how the major types of business organisation are established, financed and run, and how their activities are regulated.

Cambridge IGCSE Business Studies (0450)

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1.1 Understanding Business Activity IGCSE Business studies

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3.4.2 The nature and impact of legal controls related to marketing. Legal controls on marketing. Here are a few examples. Misleading promotion I Falsely advertise a product. Weights & measures I Businesses can't sell underweight goods (e.g. chocolate bar containing less chocolate than advertised) Sale of goods I Businesses can't sell products that are faulty or doesn't work like it ...

IGCSE Business Studies 3.4 Marketing strategy - Thames Notes

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