**Revision questions**

(30 marks; 30 minutes)

1 Identify three markets where age is a crucial factor in drawing up a market map. (3)

2 The UK population is growing older, with a rising proportion of over 60s. Outline two business opportunities that may arise as the population gets older. (4)

3 Give three possible sources of competitive advantage for an independent clothes shop. (3)

4 Why might it be difficult to differentiate a mass market brand? (4)

5 What would you say is the USP of each of the following: (6)

a) Maltesers

b) the latest iPhone

c) Marmite?

6 Suggest four ways in which value could be added to a plank of wood. (4)

7 Explain how your school or college differentiates itself. (6)