

**Surname:**

**First Name:**

**Current School:**



# **SHREWSBURY SCHOOL**

## **SIXTH FORM ENTRANCE EXAMINATION 2023 ENTRY**

### **BUSINESS (1 Hour)**

#### **Instructions to candidates:**

Answer all questions, writing your answers in the spaces provided.

The number of marks for each question is shown in brackets.

In section B please show all of your workings.

**Section A – One Mark Questions**  
**Answer all questions**

**(15 marks)**

1. Which cinema chain has recently filed for bankruptcy protection?
  - A. Vue [ ]
  - B. Cineworld [ ]
  - C. Odeon [ ]
  - D. Empire [ ]
  
2. According to a leaked memo which social media company has said that it intends to start attracting users in their 30s for the first time?
  - A. Instagram [ ]
  - B. Facebook [ ]
  - C. Snapchat [ ]
  - D. Linked In [ ]
  
3. The Advertising Standards Authority has been spending more of its time investigating 'greenwashing' in adverts. What is greenwashing?
  - A. False claims about positive impacts on the environment [ ]
  - B. False comparison to competitors [ ]
  - C. False reporting of previous prices [ ]
  - D. False claims about products being 'vegan-friendly' [ ]
  
4. Aldi's market share in the UK surpassed which other supermarket chain in September:
  - A. Morrisons [ ]
  - B. Tesco [ ]
  - C. Sainsburys [ ]
  - D. Asda [ ]
  
5. Workers at Royal Mail have announced further strike action in the run up to Christmas. Which Trade Union represents these workers?
  - A. Unison [ ]
  - B. Communication Workers Union [ ]
  - C. National Union of Rail, Maritime and Transport Workers [ ]
  - D. Unite [ ]
  
6. The owner of which fashion retailer has given the company away to a charitable trust so that all of its profits are reinvested into climate change projects.
  - A. Regatta [ ]
  - B. Cotswold Outdoor [ ]
  - C. Patagonia [ ]
  - D. Blacks [ ]

7. According to BRANDZ what are the top five most valuable global brands (in order)?
- A. Apple, Google, Coca-Cola, facebook, McDonald's [ ]
  - B. Google, Apple, Amazon, Microsoft, Visa [ ]
  - C. Amazon, Apple, Microsoft, Google, Visa [ ]
  - D. Apple, Google, Amazon, Samsung, Alibaba [ ]
8. The UK has left the EU in 2020, how many member states still remain?
- A. 24 [ ]
  - B. 27 [ ]
  - C. 32 [ ]
  - D. 35 [ ]
9. Apple has recently announced that they are moving production of the iPhone 14 to which country?
- A. India [ ]
  - B. Taiwan [ ]
  - C. Vietnam [ ]
  - D. Malaysia [ ]
10. Which fitness company is cutting 12% of its workforce in an attempt to 'save' the company?
- A. Pure Gym [ ]
  - B. Peloton [ ]
  - C. Garmin [ ]
  - D. Fitbit [ ]

Please turn over the page for question 11.

In questions 11 to 15 please identify the name of the company that is associated with the following incomplete logos:

11.



Company: \_\_\_\_\_

12.



Company: \_\_\_\_\_

13.



Company: \_\_\_\_\_

14.



Company: \_\_\_\_\_

15.



Company: \_\_\_\_\_

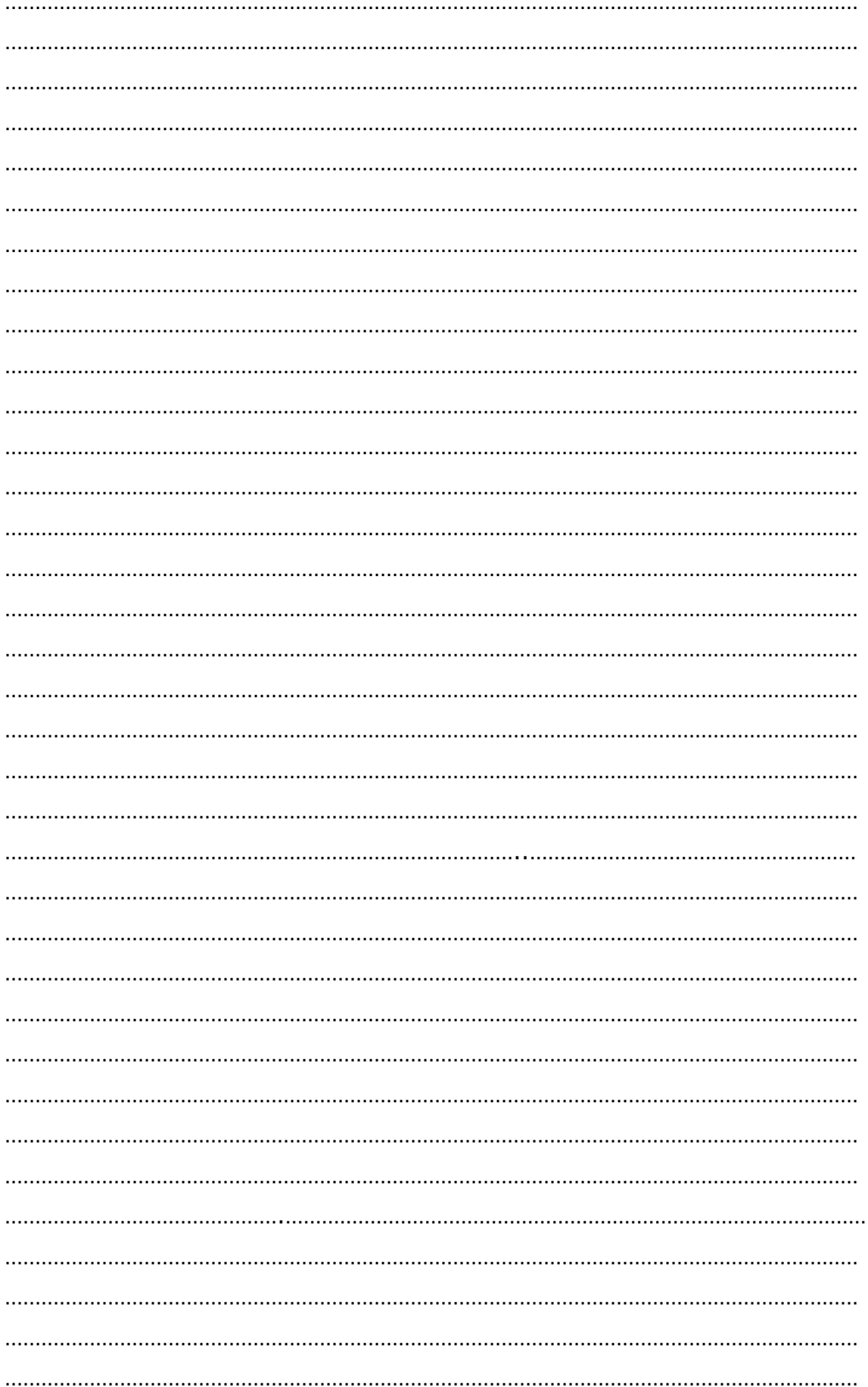


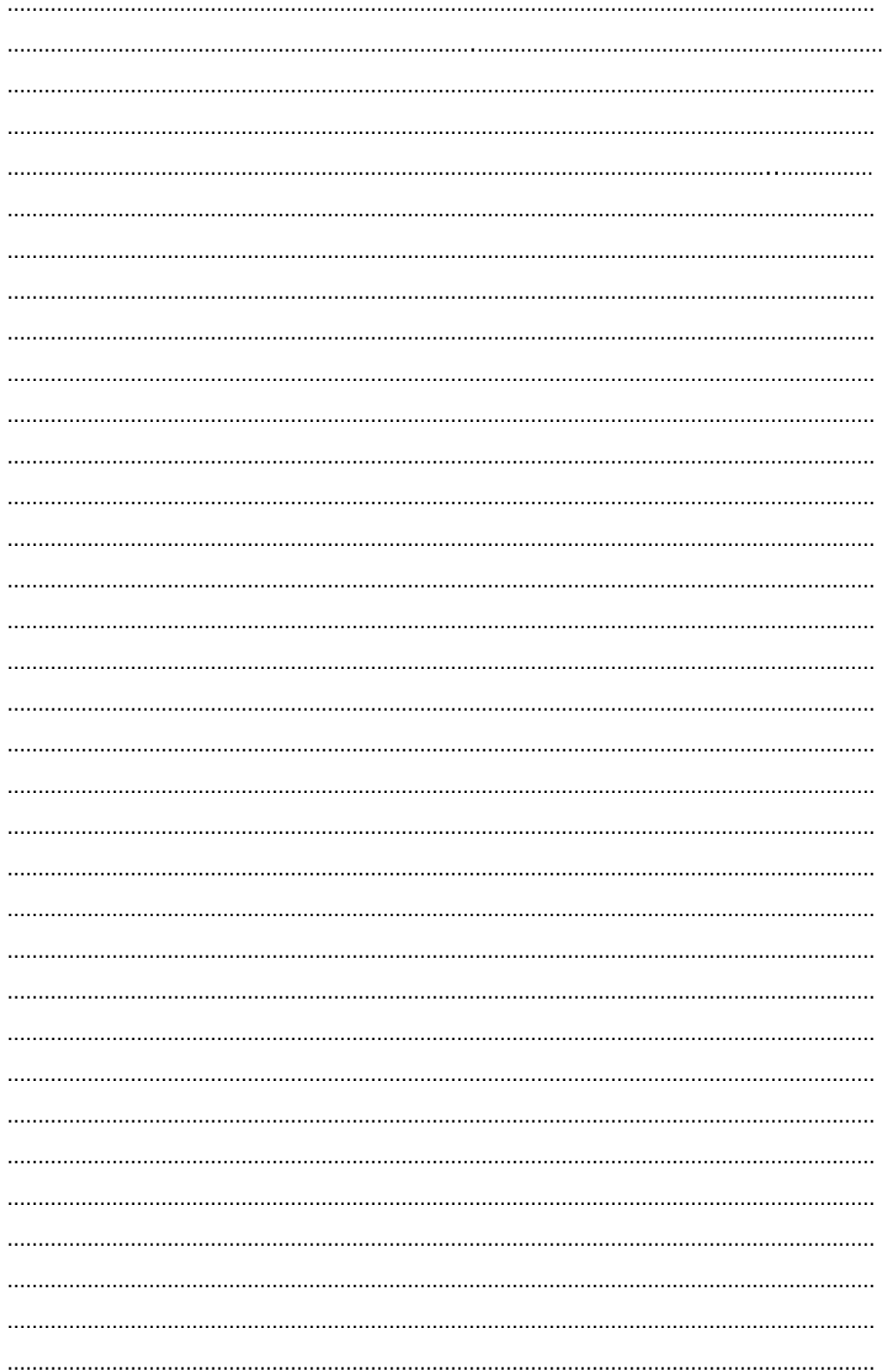




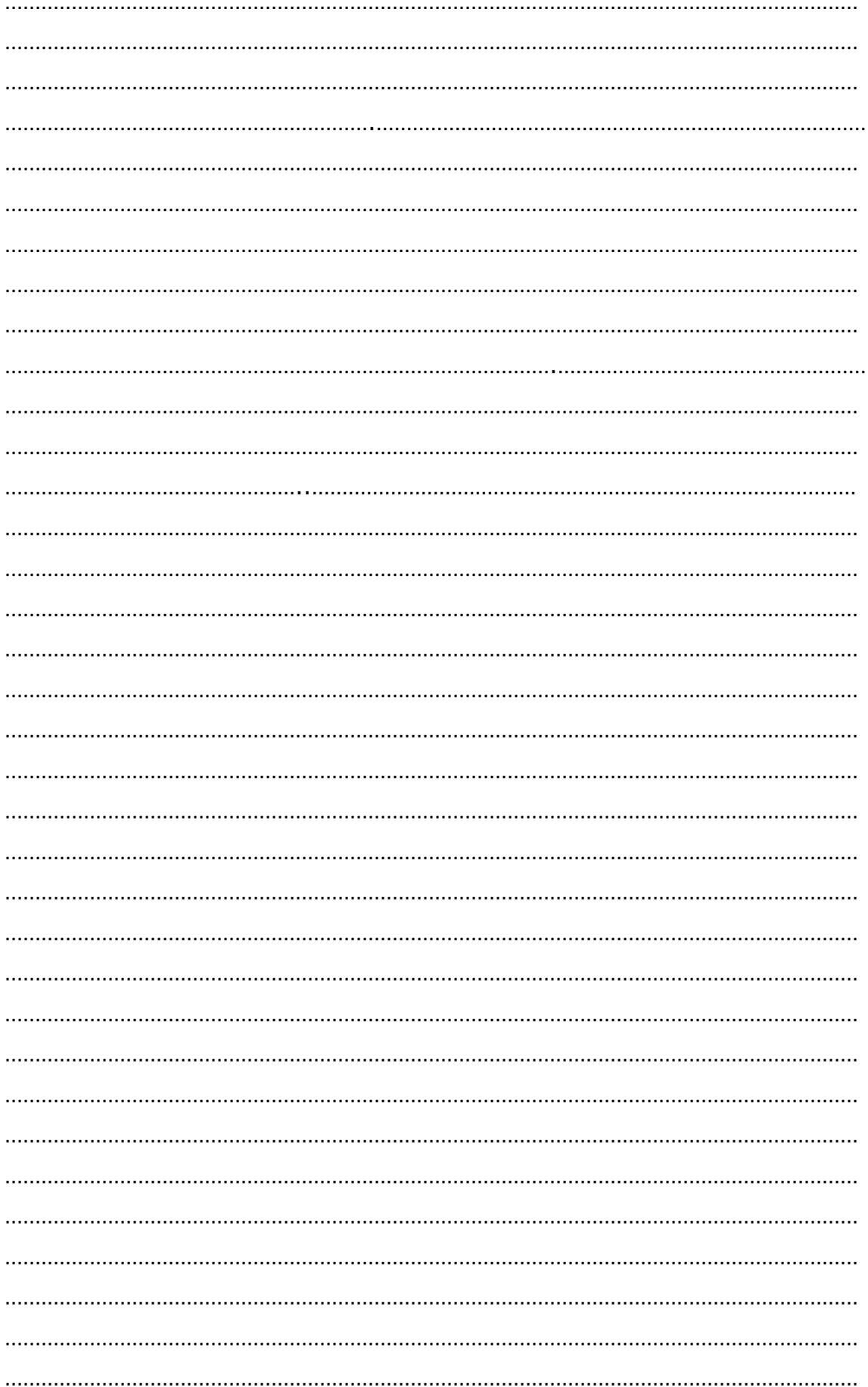












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