

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

# Year 11

1. What is another term for the fraudulent investment scheme called a "Ponzi"?
  2. In 1996, Nintendo celebrated a milestone in the number of game cartridges sold with how many?
  3. Swarovski is associated with what product?
  4. Echo Bay is the original name of what company?
  5. Who was the founder and chairman of Amazon.com?
  6. One of the most effective and efficient forms of marketing is WOM, what does this acronym mean?
  7. A LLC is an acronym for which business corporate structure?
  8. Asda became a subsidiary of which American retail giant in July 1999?
  9. Which company was initially called 'BackRub'?
  10. Apple was named the most valuable global brand in 2015, which brand came second?
  11. Name the world's largest cosmetics company?
  12. Who has entered into a JV with VW to help rollout electric cars in the UK?
  13. Who has launched a range of plasters to match different skin tones?
  14. What is the command word for a 12 mark business question?
  15. Whose Slogan is Helping everyone eat better ?
- A. L'Oreal  
B. Walmart  
C. British Gas  
D. Google  
E. Sainsbury  
F. Word of Mouth  
G. Tesco  
H. EBay  
I. Crystal Jewellery  
J. Limited Liability Company  
K. Jeff Bezos  
L. Evaluate  
M. 1 billion  
N. Pyramid  
O. Microsoft