3-Mark Questions

**Explain one disadvantage to an entrepreneur of unlimited liability (3 marks).**

**Explain one advantage to a business of locating close to the market (3 marks).**

**Explain one advantage to a business of locating in an area of high unemployment (3 marks).**

**Explain one difficulty that a new entrepreneur may experience when writing a business plan (3 marks).**

6-Mark Questions

Pg 95 Edexcel Book – Case Study

**Analyse the benefits to Eva of operating as a franchise to set up a mobile coffee shop (9 marks).**

Pg 104 Edexcel Book – Case Study

**Analyse the impact of on Tyres on the Drive, concentrating on just one element of the marketing mix (9 marks).**