

U2.01 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What are the two main influences on spending patterns examined in this dotpoint?

The level of economic activity and prevailing community social norms.

CARD 2

What is the level of economic activity?

How strong or weak the economy is at a particular time.

CARD 3

How does economic activity influence spending?

It affects confidence, income and demand, influencing how much consumers and SMEs spend.

CARD 4

What is economic growth?

An increase in the production of goods and services in the economy over time.

CARD 5

What is GDP?

The total value of goods and services produced in an economy.

CARD 6

What is inflation?

A rise in the general price level over time.

CARD 7

What is unemployment?

The percentage of the labour force able and willing to work but unable to find a job.

CARD 8

How can stronger economic activity affect SMEs?

SMEs are more likely to hire, invest, expand and increase spending.

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CARD 9

How can weaker economic activity affect consumers?

Consumers often become cautious and reduce discretionary spending.

CARD 10

How can weaker economic activity affect SMEs?

SMEs may delay expansion, reduce costs, cut marketing and hold less stock.

CARD 11

What is the business cycle?

The rise and fall in the level of economic activity over time.

CARD 12

What happens during a boom or peak?

Demand, employment, confidence and spending are generally strong.

CARD 13

What happens during a contraction?

Economic activity slows, demand weakens and spending becomes more cautious.

CARD 14

What happens during a trough or recession?

Economic activity and spending are weak and unemployment may rise.

CARD 15

What happens during expansion?

Demand and confidence begin recovering and spending gradually increases.

CARD 16

What are prevailing community social norms?

Widely accepted community values, expectations and attitudes.

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CARD 17

What two social norms are examined in this dotpoint?

Attitudes to business public image and sustainability.

CARD 18

What is business public image?

How the public sees a business, including its reputation, trust and behaviour.

CARD 19

How can a strong public image affect consumer spending?

Consumers may become more willing to buy from and remain loyal to the business.

CARD 20

How can public image affect SME spending?

SMEs may spend more on branding, service, sponsorship and online reputation.

CARD 21

What is sustainability?

Operating in a way that reduces environmental harm and supports responsible resource use.

CARD 22

How can sustainability influence consumer spending?

Consumers may prefer businesses using responsible products, suppliers or packaging.

CARD 23

How can sustainability influence SME spending?

SMEs may spend more on sustainable packaging, systems and suppliers.

CARD 24

What does economic activity mainly influence?

Consumers' and SMEs' ability to spend.

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CARD 25

What do social norms mainly influence?

Where and why consumers and SMEs choose to spend.