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IGCSE Business Studies 4.1 Production of goods and

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Activity 1 - Cambridge University Press

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3.4.2 The nature and impact of legal controls related to marketing. Legal controls on marketing. Here are a few examples. Misleading promotion – Falsely advertise a product. Weights & measures – Businesses can’t sell underweight goods (e.g. chocolate bar containing less chocolate than advertised) Sale of goods – Businesses can’t sell products that are faulty or doesn’t work like it ...

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