[](https://www.knowitallninja.com/)Types of Market

# Task 1

(a) What is a “market”?

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# Task 2

(a) Below are listed five examples of markets. Match each market with its description.

**Niche**

**B2C**

**Mass**

**Target**

**B2B**

Where a business sells goods & services to other businesses

Section of a larger market with its own needs, preferences, or identity

An undifferentiated market that includes many consumers

The market an enterprise wants to sell its products to

Where a business sells goods & services directly to consumers

(b) Can you provide four examples of B2B markets?

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(c) Can you provide four examples of B2C markets?

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# Task 3

Katherine is struggling to understand the difference between a niche market and a mass market. Can you explain this to her?

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