Unit 4.3
Sales forecasting *(HL Only)*

Task 1 – Vocab Quiz

Identify the key terms from the clues given. *Hint*: the answers are in alphabetical order!

Key Term
Mean (arithmetic)
Moving averages
Random variations
Sales forecasting
Seasonal variations
Time series analysis

Task 2 – True or False?

	True / False
a.	**T**
b.	**F**
c.	**T**
d.	**T**
e.	**F**
f.	**T**
g.	**F**
h.	**T**

Task 3 – Multiple Choice

1. A. **A statistical tool used to predict a firm's sales level**
2. D. **Budgetary variations**
3. B. **Increase market share**
4. C. **Modal**
5. A. **Launch**
6. C. **Banking services**
7. D. **The data make it difficult to extrapolate sales trends**
8. C. **$1554**
9. C. **Moving averages**
10. A. **The duration of the repeating pattern of variations in sales revenues**