



Myt PLC

Main Terms & Definitions NOT in the syllabus

Useful tips:

- There are 6 terms that have been published with the pre-seen material of the Paper 1 case study. These terms provide the context of the upcoming case study at the exams.
 - The terms are a good starting point for revision of theory and better understanding the case study
 - By studying also, the definitions, you enrich your business vocabulary and thus improve your long answers by being more specific
1. **Avatar** – A digital representation or graphical image that symbolizes a user in online environments, such as virtual reality, gaming, or social media platforms.
 2. **Biodegradable** – A material or substance capable of being broken down naturally by bacteria or other living organisms, reducing pollution and environmental harm.
 3. **Chain (of a business)** – A series of businesses or retail outlets that operate under the same brand name and corporate structure, often providing standardized products or services across multiple locations.

4. **Pressure Group** – An organization that seeks to influence public policy, business decisions, or government actions in favor of a particular cause, often through lobbying, protests, or campaigns.

5. **Recycling** – The process of converting waste materials into reusable materials or products to reduce environmental impact and conserve resources.

6. **Social Media Influencer** – An individual with a significant following on social media platforms who can influence consumer behavior and brand perception through their content and endorsements