In a Permutation or the Fundamental Counting Principle, order matters.

A permutation does not allow repetition, the FCP does

Three friends buy an all-day pass to ride a two-seated bike, if only two of them can ride at a time, how many possible seating arrangements are there?

There are 5 runners in a race. How many different ways can the racers finish?

How many distinguishable ways could we arrange the letters in the word "LOOK"?

How many distinguishable arrangements of letter are there in the word "cheese"?