

Y10 Bs Mocks Bridging work instructions.

Dear GCSE Business Students,

After marking your mocks, all teachers have identified that all students need to revisit key concepts learnt in year 10 as well as practice exam technique focussing on A02 & A03.

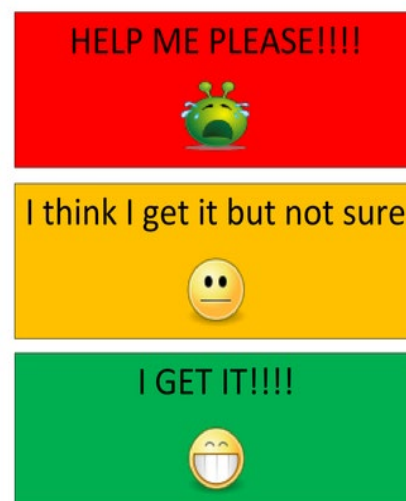
Please see instructions below



Activities in your pack:	Instructions	Resources
Knowledge blocks	Complete all 5 knowledge blocks, more than once. Do them again and again to improve memory.	• Year 10 business exercise book & resources on Teams • Business as usual YouTube channel • BBC Bitesize • Taking the biz Youtube channel • GCSEPoD
A02 and A03 case studies	Complete at least 3 out of 5 case study activities.	• Structure templates & AO marking grid • Exam technique business teacherT

Rate your own learning!!!

Task	Completed	RAG
1.1 Knowledge block		
1.2 Knowledge block		
1.3 Knowledge block		
1.4 Knowledge block		
1.5 Knowledge block		
1.1 Clear revise case study		
1.2 Clear revise case study		
1.3 Clear revise case study		
1.4 Clear revise case study		
1.5 Clear revise case study		



Have a wonderful break,

Mrs Gibson and Miss Victory

1.1.1 THE DYNAMIC NATURE OF BUSINESS

WHY NEW IDEAS COME ABOUT

HOW NEW IDEAS COME ABOUT

1.1.2 RISK AND REWARD

RISK

REWARD

THEME 1 INVESTIGATING SMALL BUSINESS

1.1 ENTERPRISE AND ENTREPRENEURSHIP

1.1.3 THE ROLE OF ENTERPRISE

THE PURPOSE OF BUSINESS ACTIVITY

ENTREPRENEURS



1.2.1 CUSTOMER NEEDS

IDENTIFYING CUSTOMER NEEDS

THE IMPORTANCE OF UNDERSTANDING CUSTOMERS

1.2.3 MARKET SEGMENTATION

IDENTIFYING MARKET SEGMENTS

MARKET MAPPING

1.2.2 MARKET RESEARCH

PURPOSE

USING DATA

METHODS OF RESEARCH

1.2.4 COMPETITIVE ENVIRONMENT

STRENGTHS AND WEAKNESSES
OF COMPETITORS

THE IMPACT OF COMPETITION

THEME 1 INVESTIGATING SMALL BUSINESS

1.2 SPOTTING AN OPPORTUNITY



1.3.1 AIMS AND OBJECTIVES

START UP AIMS AND OBJECTIVES

1.3.3 CASH AND CASH FLOW

THE IMPORTANCE OF CASH

CASH FLOW FORECAST

1.3.2 REVENUES, COSTS & PROFIT

REVENUE

COSTS

PROFIT

BREAK EVEN

THEME 1 INVESTIGATING SMALL BUSINESS

1.3 PUTTING AN IDEA INTO PRACTICE

1.3.4 SOURCES OF FINANCE

SHORT TERM

LONG TERM

1.4.1 OPTIONS FOR SMALL/START UP BUSINESS

LIMITED / UNLIMITED LIABILITY

TYPES OF OWNERSHIP

FRANCHISES

1.4.2 BUSINESS LOCATION

FACTORS INFLUENCING
LOCATION:

INTERNET / ECOMMERCE

1.4.3 THE MARKETING MIX

WHAT IS THE MARKETING MIX?

HOW THE MARKETING MIX WORKS TOGETHER

THEME 1 INVESTIGATING SMALL BUSINESS

1.4 MAKING THE BUSINESS EFFECTIVE

1.4.4 BUSINESS PLANS

THE ROLE AND IMPORTANCE OF A BUSINESS PLAN

1.5.1 STAKEHOLDERS

WHO ARE THE STAKEHOLDERS?

1.5.3 LEGISLATION

CONSUMER LEGISLATION

EMPLOYEE LEGISLATION

1.5.2 TECHNOLOGY

TYPES USED:

IMPACT OF TECHNOLOGY

1.5.4 THE ECONOMY

INCOME / UNEMPLOYMENT

INTEREST RATES

INFLATION

EXCHANGE RATES

TAXATION

1.5.5 EXTERNAL INFLUENCES

THE IMPORTANCE OF EXTERNAL INFLUENCES

THEME 1 INVESTIGATING SMALL BUSINESS
**1.5 UNDERSTANDING
EXTERNAL INFLUENCES**

CASE STUDY



Khadija runs a Dance and Performing Arts School, The Blue Ribbon Dance School, in her local village. Khadija has a passion for teaching and loves to see her pupils performing in local competitions and in local amateur dramatic shows. The dance school offers high quality training for all ages (toddlers through to adults) and abilities.

Khadija decided to start up the Dance School back in 2015. She had been working in the local high school, teaching Dance as part of the school's GCSE PE programme. She very quickly realised that there was a lot of local talent, but more importantly she noticed just how many people enjoyed taking part.

After conducting some research, Khadija noticed that there were no other dance schools in the local area so decided to set up her own dance studio.

She wants to involve as many people from the local community as possible and as a result has deliberately kept her pricing low, making her lessons accessible to all. Since 2015, the school has been successful, with many pupils earning awards in competitions and former pupils having a career in the performing arts.



EXAMINATION PRACTICE

1. A games console manufacturer has updated its latest console with improved features. In what way has the manufacturer added value to its product? [1]
A – By lowering the price of the console.
B – By raising the price of the console.
C – Through branding.
D – With improved design.
 2. Which **two** of the following are examples of services. [2]
A – Buying a new desk for your room from an online furniture store.
B – Buying some sweets from the local convenience store.
C – Paying a taxi driver for a lift to the airport.
D – Paying a vet for an operation they performed on your pet.
E – Visiting the local deli to purchase some cheese.
 3. Explain **one** method a business may use to add value to a product. [3]
 4. Explain **one** reason why it is important that an entrepreneur can organise resources. [3]
 5. Explain **one** advantage to an entrepreneur of running their own business. [3]
- For the following questions you must refer to the case study on the previous page.**
6. Outline **one** reason why Khadija came up with the idea for *The Blue Ribbon Dance School*. [2]
 7. Analyse the risk that Khadija might face in running *The Blue Ribbon Dance School*. [6]
 8. Evaluate whether profit is the main reward that Khadija seeks from running *The Blue Ribbon Dance School*.
You should use the information provided as well as your knowledge of business. [12]

CASE STUDY



Micah has a passion for the outdoors and recently finished studying at agricultural college, gaining qualifications in landscaping. Wanting to work for himself, he is thinking about setting up a garden and landscaping business in his home village of Chedgrave.

Micah is looking to provide a complete range of hard and soft landscaping services, from the construction of walls, paths, fencing, roads, drives and tennis courts to ground clearance, turfing, tree planting, trimming and pruning. As a keen gardener himself, he is also looking to offer everyday gardening services, including mowing and lawn care. He has a detailed knowledge of plants and hopes to be able to offer horticultural services in time.

Before deciding whether to start, Micah has carried out some market research. To begin with, Micah looked on the Internet to see who his rival businesses would be. He found that there were several others already set up. To help him understand these competitors better, he plotted them on a market map based on his knowledge of these businesses. One of the competitors is Green Gardens Ltd, who offer all services at a competitive price. After creating the map, he concluded that there was a gap in the market for an upmarket service. As a result, he has decided that he must differentiate his service in some way in order to attract enough custom to make his business a success.

As part of his secondary research he also looked at population data from the most recent census. From that, he discovered that the village had a large proportion of elderly people. He believed that this proves that there would be a sufficient demand for his services.

He also surveyed his friends and family, as to their thoughts on him setting up this business. The results were very positive and encouraged him further that he could make this a successful business.



EXAMINATION PRACTICE

1. Which **one** of the following would be a reason for creating a market map? [1]
A – To find out what customer needs are.
B – To identify any potential gaps in the market.
C – To lower the breakeven level of sales.
D – To show how much profit a business is making.
2. A business has decided to stock a wide product range as they believe that this is what customers want most.
Which **one** of the following customer needs is the business trying to satisfy? [1]
A – Choice
B – Convenience
C – Price
D – Quality
3. Explain **one** benefit to a business of using a focus group. [3]
4. Explain **one** reason why a business might want to collect quantitative data. [3]
5. Explain **one** drawback to a business of using secondary market research. [3]

For the following questions, refer to the case study on the previous page.

6. State **one** way that Micah could meet the needs of his potential customers. [1]
7. Outline how Micah could segment the market. [2]
8. Analyse the impact on Micah's business from operating in a competitive market. [6]
9. Evaluate the effectiveness of the research that Micah conducted.
You should use the information provided as well as your knowledge of business. [12]

CASE STUDY



***Gibbs Bakery Ltd* is a family run bakery that has been producing high quality breads and confectionery produce since 1872.**

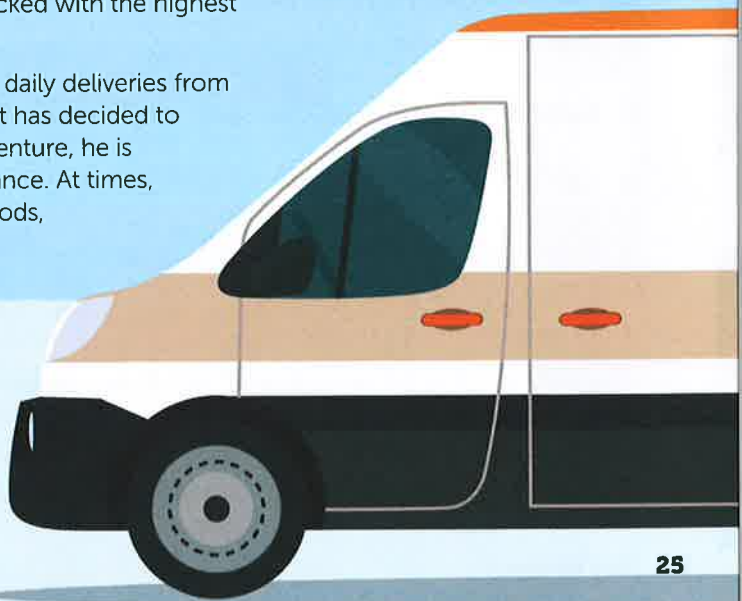
The business prides itself on the quality of their produce. Their breads and cakes are baked daily using traditional recipes that have been handed down from generation to generation. Products are made without the use of additives or artificial preservatives, by a dedicated team of bakers who have a wealth of experience in the industry. Robert Gibbs, the current owner, is proud of their reputation for producing top quality goods and is pleased that they are one of the market leaders in the area for artisan bakery.

The following financial information relates to Robert's business:

- Variable cost of making each item: £0.40
- Average selling price of the bakery products sold: £1.65
- Fixed costs per day: £1,250
- Number of products sold per day: 1,300
- Daily break even level of output: 1,000

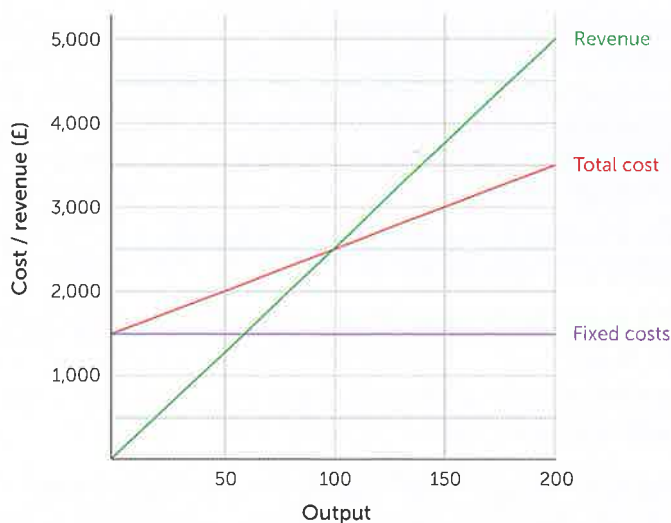
The bakery has a shop in the village of Mere, situated on the Wiltshire border. As well as this, the bakery delivers their breads and confections all over Wiltshire, Dorset and Somerset. Their vans take fresh produce to shops and local businesses across the region on a daily basis in order to keep shelves stocked with the highest quality goods.

More and more retail outlets are requesting daily deliveries from *Gibbs*. In order to meet this demand, Robert has decided to purchase a new fleet of vans. To fund this venture, he is looking to raise a substantial amount of finance. At times, Robert experiences high demand for his goods, often selling out before the end of the day.



EXAMINATION PRACTICE

1. Which **one** of the following would be classed as a variable cost for a business? [1]
A – Advertising B – Insurance C – Raw materials D – Salaries
2. Which **two** of the following are classed as non-financial objectives of a business? [2]
A – Challenge B – Personal satisfaction C – Profit D – Sales E – Survival
3. Explain **one** reason why survival is a particularly important objective for new start-up businesses. [3]
4. Explain **one** reason why cash is important to a business. [3]
5. The graph below shows a monthly break even diagram for a business. Using this information, calculate the break even level if fixed costs were to increase to £2,250 per month. [2]



For the following questions you must refer to the case study on the previous page.

6. State **one** financial objective that Robert might have for *Gibbs Bakery*. [1]
7. Calculate the profit that *Gibbs Bakery* makes each day. [2]
8. Calculate the margin of safety for *Gibbs Bakery*. [2]
9. To finance the investment, Robert is considering two options:
 - Option 1: Using retained profit.
 - Option 2: Using a bank loan.
 Justify which of the two options *Gibbs Bakery* should choose. [9]
10. Evaluate the most effective method that *Gibbs Bakery* could use to increase profits. You should use the information provided as well as your knowledge of business. [12]

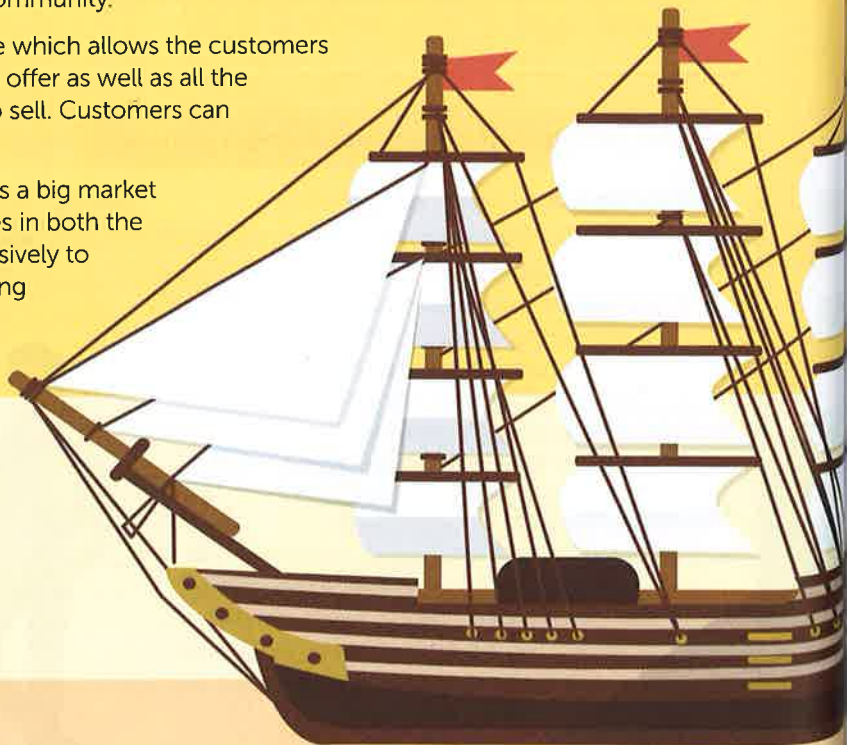
CASE STUDY

Graham Munroe started *Woodkit Ltd* a few years ago. It is a family run business with strong values. They are a major internet retailer and wholesaler of many international brands of wooden planes, tanks, boats and accessories. The business has the UK's widest product range selling over 4,000 exquisite, precision-made items to markets at home and abroad. They sell both vintage and contemporary models, catering for all needs, tastes and budgets.

At *Woodkit*, Graham places a considerable amount of value on making customers happy. They have a large number of repeat customers, particularly those who are enthusiastic collectors. Graham encourages customers to get in touch regarding any queries that they may have. They also keep customers regularly informed about what the business is up to through a regular e-newsletter. Signing up for the e-newsletter gives customers access to all the business' special offers and member benefits. They have also set up a Facebook page so that customers can be part of *Woodkit's* online community.

Woodkit have a dedicated website which allows the customers to see all the products that are on offer as well as all the international brands that they also sell. Customers can order directly from the website.

Graham recognised that there was a big market for model-making and accessories in both the USA and Australia. They sell extensively to customers in these countries, giving free delivery for orders over a certain weight.



EXAMINATION PRACTICE

1. Which **one** of the following is part of a business' marketing mix? [1]
A – Partnership
B – People
C – Place
D – Profit
2. Which **two** of the following would be the most important factors influencing the location of a business that manufactures buses for a national bus chain? [2]
A – Proximity to city centre bus stations
B – Proximity to competitors
C – Proximity to labour
D – Proximity to materials
E – Proximity to users of public transport
3. Explain **one** benefit to a business of setting up as a franchise rather than independently. [3]
4. Explain **one** reason why locating away from competitors may be important for a business. [3]

For the following questions you must refer to the case study on the previous page.

5. Outline **one** reason that *Woodkit's* range of stock could give it an advantage over competitor businesses. [2]
6. Outline how technology has impacted the marketing mix of *Woodkit*. [2]
7. Analyse the impact on *Woodkit* of being a private limited company. [6]
8. Analyse the benefit to Graham of creating a business plan before the start-up of *Woodkit Ltd*. [6]
9. Evaluate the importance of product in *Woodkit's* marketing mix. [12]
You should use the information provided as well as your knowledge of business.

CASE STUDY

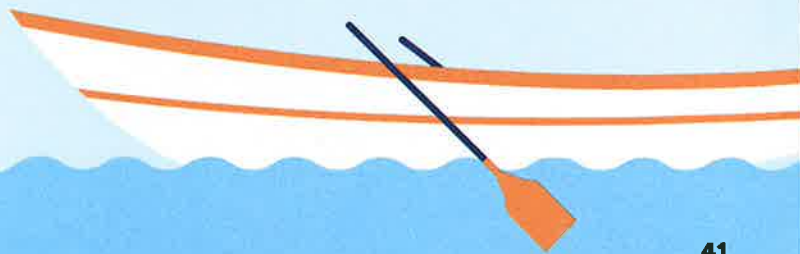


The Waveney House Hotel is a family run hotel situated in the picturesque Waveney Valley. It boasts a superb river location with stunning views across the surrounding countryside.

The hotel offers 12 luxury bedrooms, all with en-suite bathrooms. Each are individually styled. Two of the suites not only contain a four-poster-bed but also have exceptional views across the river and Gillingham marshes. The hotel contains the top-class *Staithe Restaurant* and *Riverside Bar* offering a range of seasonal dishes using locally sourced meat, fish and vegetables. Meals are prepared and cooked to order, and are tailored to meet any dietary requirements. The hotel attracts many tourists, from both the UK and mainland Europe, particularly those on boating holidays as there are local moorings available.

As well as targeting tourists, the hotel also targets the events and functions markets as it boasts its own large function room complete with bar, lounge area, stage and dance floor. It forms an ideal venue for conferences, meetings, weddings, birthday parties and other special occasions.

The hotel has embraced technology in how it communicates with customers. It has a fully informative website detailing everything about their accommodation, dining and function services. The website also allows customers to book directly online and via other travel sites such as booking.com. It also has a link to Tripadvisor, a review website, so that customers can see what other guests thought of their time at the hotel. There is an e-brochure that customers can download which provides them with more detailed information on all the hotel's services. The Waveney House Hotel also utilises Facebook and Twitter to inform customers about the latest events and offers. The hotel has to also pay strict attention to legislation, particularly around the serving of food and drink. In recent months they have also had to respond to new legislation in terms of keeping its staff and customers safe.



EXAMINATION PRACTICE

1. Which **one** of the following is true when the pound (£) falls in value compared to the US dollar (\$) [1]
 - A – It benefits a UK manufacturer who imports raw materials from abroad.
 - B – It is bad for UK domestic businesses as UK consumers can purchase cheaper alternatives from the USA.
 - C – It is more expensive for travellers from the USA to visit the UK.
 - D – A UK exporter to the USA will benefit because UK exports will be cheaper for Americans to purchase.
2. A business has purchased some land in unspoilt countryside to build a new factory. Which **one** of the following stakeholder groups is most likely to be in conflict with the business? [1]
 - A – Pressure groups
 - B – Shareholders
 - D – Suppliers
 - C – Workers
3. Explain **one** benefit that technology can have on the costs of a business. [3]
4. Explain **one** advantage to a business of complying with consumer law. [3]
5. Explain **one** impact on a business of rising inflation. [3]
6. Discuss the impact on a business of falling interest rates. [6]

For the following questions you must refer to the case study on the previous page.

7. If the price of a room at the *Waveney House Hotel* is £110, and the exchange rate was £1 = €1.2, calculate how much would it cost a European tourist to stay in euros. You are advised to show your working. [2]
8. Outline **one** way a weakening of the UK pound (£) may impact on the *Waveney House Hotel*. [2]
9. Analyse the impact the *Waveney House Hotel* may have on the local community. [6]
10. Analyse the impact that new technology has had on the *Waveney House Hotel*. [6]
11. Evaluate whether changes in the economic climate are the greatest external influence on the *Waveney House Hotel*.
You should use the information provided as well as your knowledge of business. [12]