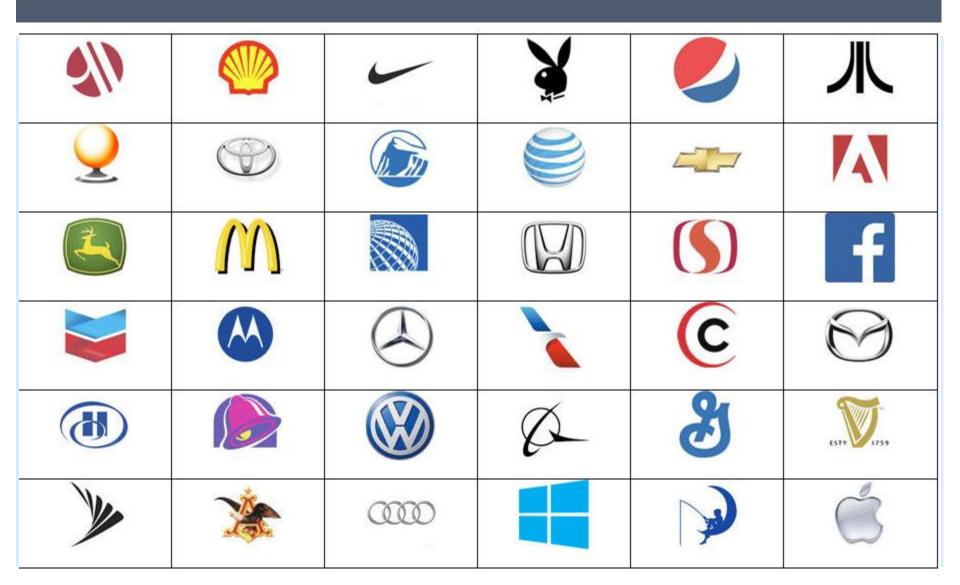
THE BIZ QUIZ - GUESS THE LOGO!



ANSWERS



WELCOME TO A LEVEL BUSINESS

Miss Philbin

LESSON STRUCTURE

- 9 lessons per cycle (fortnight)
 - 5 Lessons with Teacher A
 - 4 Lessons with Teacher B

Possible teachers for next year are Miss Philbin, Mr Jamil, Miss Hopkins, and Ms Gill

BUSINESS IS A NEW A-LEVEL...

- Which means we are linear!
- All exams will be at the end of Y13

YEAR 12 CONTENT

- Theme 1 Marketing and People
- Entrepreneurs and why you would start a business
 - The market
 - ■The 4 P's
 - Managing People
 - Meeting Customer Needs

- Theme 2 Managing Business Activities
 - Raising Finance
 - Financial Planning
 - Managing Finance
 - Resource Management
 - External Influences

YEAR 13 CONTENT

- Theme 3 Business
 Decisions and
 Strategy
 - Business Objectives
 - Business Growth
 - Decision MakingTechniques
 - Influences on Business

 Decisions
 - Competitiveness
 - Managing Change

- Theme 4 Global Business
 - Globalisation
 - Global markets and business expansion
 - Global Marketing
 - Global industries and companies

A LEVEL ASSESSMENT SUMMER 2022

- Paper 1- Marketing, people and global businesses
- Paper 2 Business activities, decisions and strategy
 - Paper 3 Investigating business in a competitive environment

You must sit all three exams in the Summer exam season.

They are 100 marks each and 2 hours long.

PAPER BREAKDOWNS

Paper 1	Paper 2	Paper 3
Assessing marketing,	Assessing business	Pre-released context
people and global	finance and	document - based on
business	operations, business	an industry or
Local, national and	decisions and	market.
global contexts	strategy.	No research can be
Questions drawn	Local, national and	taken into the exam
from Theme 1 and 4	global contexts	Questions drawn
	Questions drawn	from all 4 Themes
100 Marks	from Theme 2 and 3	
2 Hours		100 Marks
35% A Level Grade	100 Marks	2 Hours
	2 Hours	30% A Level Grade
	35% A Level Grade	

WHAT WILL YOU BE ASSESSED ON?

A01 KNOWLEDGE
A02 APPLICATION
A03 ANALYSIS
A04 EVALUATON

WHAT SKILLS WILL YOU DEVELOP?

The ability to:

- ✓ read business related texts
- ✓ understand and analyse problems
- √ offer practical/workable solutions
- √think within a business "context"
- ✓ write clearly and concisely
- ✓ interpret data and its implications

WHAT DO THE BUSINESS DEPARTMENT EXPECT?

- ✓ Full attendance
- ✓ Both class work and homework to be completed ON TIME
- ✓ You will give of your best
- ✓ Show an interest in business & reading around the subject
- ✓ Catch up on ALL work missed
- ✓ Respect staff, fellow students & property
- ✓ Seek help with academic or personal issues BEFORE they develop into more serious problems

THE BIZ QUIZ

https://www.tutor2u.net/business/blog/biz-quiz-17-june-2022-business

WATCH THIS...

https://www.youtube.com/watch?v=d0UEAr8I9G8

- Explain how Amazon use emotional advertising to promote their products. (4)
- What is the benefit of using celebrities in Amazon's Advertising?
- Why would this advert help to promote Amazon's products?

CURRENT NEWS

- Pick one of the following businesses...
 - EasyJet
 - British Gas
 - Zoom
 - National Rail

- Can you tell me what is going on with these businesses?
- How will this effect anyone interested in the business?
 - What will it mean for customers and suppliers?

SAINSBURYS

Sainsbury's boss warns UK living costs squeeze will 'only intensify'

UK's second biggest supermarket says it will invest £500m to keep prices low as it reports fall in sales



Sainsbury's said sales at established stores fell 4% in the 16 weeks to 25 June compared with the same period a year before. Photograph: Ben Stansall/AFP/Getty Images

The pressure on households will "only intensify" through the rest of this year, the boss of Sainsbury's has warned as he said the supermarket would invest £500m in attempting to keep prices low.

Reading the article that I have handed out, have a go at answering the following questions:

- Define the following terms: Sales, Inflation, Own-Brand, Premium, Shareholder.
- Explain why the increase in inflation would lead to a fall in sales for Sainsburys.
- Assess 2 factors that may help Sainsbury's to increase its sales.