

THE BIZ QUIZ – GUESS THE LOGO!



ANSWERS



Marriott International



Shell



Nike



Playboy



PepsiCo, Inc.



Atari Inc.



Spordle Inc.



Toyota Motor Corp.



Prudential Financial



AT&T



Chevrolet



Adobe Systems Inc.



Deere & Company



McDonald's



United Airlines



Honda Motor Company



Safeway Inc.



Facebook, Inc.



Chevron Corporation



Motorola Inc.



Mercedes-Benz



American Airlines



Comcast Corporation



Mazda Motor Corp.



Hilton Hotels Corp.



Taco Bell



Volkswagen



The Boeing Company



General Mills



Guinness



Sprint Nextel



Anheuser-Busch



Audi



Microsoft Windows



DreamWorks SKG



Apple Inc.

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

WHAT WILL YOU BE ASSESSED ON?

A01 KNOWLEDGE

A02 APPLICATION

A03 ANALYSIS

A04 EVALUATION

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.