

# THE BIZ QUIZ – GUESS THE LOGO!



# ANSWERS



Warner Bros



Target



BP



Adidas



Airbus



Mastercard



Barclays



Yamaha



Mitsubishi



Ericsson



Deutsche Telekom



Chanel



Delta Air Lines



Hyundai



Quaker Oats



Wikipedia



Vodafone



Lufthansa



Bank of America



Michelin



Nvidia



HSBC



Reuters



British Airways



Unilever



Xerox



Peugeot



Sun Microsystems



Baskin-Robbins



Puma



Milton Bradley



Quiznos



Rolex



ING Group



Travelers



Expedia

# 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

<b>Paper 1</b>	<b>Paper 2</b>	<b>Paper 3</b>
<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

# WATCH THIS...

- <https://www.youtube.com/watch?v=ugPrwWqPX8g>
- Explain how Adidas use emotional advertising to promote their products. (4)
- What is the benefit of using celebrities in Adidas 's Advertising?
- Why would this advert help to promote Adidas 's products?

# COST OF LIVING...

**Mortgage rates: Average five-year fix rises above 6%**

🕒 20 hours ago · 💬 Comments



**First-time homebuyers now need nearly 10 years to save a deposit, research finds**

**Rising rents and property prices mean Londoners are flatsharing into their 40s, says Generation Rent**

**Energy boss says prices might rise this winter**

🕒 2 days ago · 💬 Comments

# WATCH THIS

- <https://www.youtube.com/watch?v=a2aWxjRMf0s>
- Why would some businesses sales be increasing or decreasing due to the cost of living?
- What is the impact of businesses profit falling?
- How could this impact us as consumers?

# IN THE NEWS

## Incomes have risen 'at a crawl' says think tank



GETTY IMAGES

Faarea Masud and Lucy Hooker  
Business reporters, BBC News

28 June 2024, 00:19 BST · 33 Comments

Explain the impact of income growth slowing on British Businesses. Use the text to help you. (4)

<https://www.bbc.co.uk/news/articles/c51y8lj0rr1o>



# TO FINISH...

## **UK car sales down in March 2022**

It was the weakest March for total new car sales in the UK since 1998. Sales in the UK new car market fell by 14.3% to 243 479, according to the latest figures from the Society of Motor Manufacturers and Traders (SMMT).

Despite manufacturers forecasting high volume of orders for the first quarter of 2022, ongoing supply chain shortages – especially of semiconductors and car body paint – continued to limit supply. March is normally the industry's busiest month as buyers demand the latest number plate.

Fluctuating exchange rates, rising energy costs, and car fuel costs, plus car manufacturer price wars, could impact the demand for new vehicles.

- Explain the impact of reducing new car sales on other businesses in the UK.