St Andrew’s Academy

S3 BGE Business

Homework

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Seek help from your teacher before the due date.

Homework can be completed in your jotter.

Read every question and command word carefully.

Be aware of the mark allocation.

**Business Management Command Words**



1 mark per sentence





1 mark per 2 points







1 mark per advantage and disadvantage

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| **Homework 1****Needs and wants, Meeting customer needs** |  |
| 1 | a | Copy and complete the following: The band Arctic Monkeys gave a live concert at Glasgow’s SECC. A concert is an example of a …………………… [good or service] | 1 |
|  |  |  |  |
|  | b | Fans can buy Arctic Monkeys’ music at the concert. Suggest 2 other places the Arctic Monkeys could sell their music. | 2 |
|  |  |  |  |
|  | c | Suggest a reason why the members of the Arctic Monkeys formed a group. | 1 |
|  |  |  |  |
| 2 |  | Businesses provide goods and services to satisfy our needs and wants. Define the terms “needs” and “wants” and give a different example of each.

|  |  |  |
| --- | --- | --- |
|  | Definition | Example |
| Needs |  |  |
| Wants |  |  |

 | 4 |
|  |  |  |  |
| 3 |  | Suggest 2 ways Coca-Cola can satisfy the needs of their customers. | 2 |
|  |  |  | **10** |
|  |  |  |  |
| **Homework 2****Entrepreneurship** |  |
| 4 |  | Brian Souter and Ann Gloag founded the **Stagecoach** Group. The company operates a range of luxury buses called the **Goldline**. These buses have wi-fi and leather seats. |  |
|  | a | Brian Souter and Ann Gloag are examples of Scottish entrepreneurs.Describe the role of an entrepreneur. | 2 |
|  |  |  |  |
|  | b | Other than wi-fi and leather seats, suggest 2 ways Goldline could attract passengers onto their buses. | 2 |
|  |  |  |  |
| 5 |  | Michelle Mone [founder of Ultimo Lingerie] would be considered a strong leader. Identify 2 other roles of an entrepreneur. | 2 |
|  |  |  |  |
| 6 |  | http://start-upsuccessnow.com/wp-content/uploads/2011/09/internet-research.jpgChoose a well-known entrepreneur. Research using the Internet and write a **paragraph** covering the following points:* Product/service they offer
* What makes him/her successful
* Skills and qualities they possess
* Estimated wealth
* Any other interesting facts
 | 10 |
|  |  |  | **16** |

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| **Homework 3****Factors of Production and Business Plans** |  |
| 7 |  | Enterprise is a factor of production. Identify and describe the other 3 factors of production. | 6 |
|  |  |  |  |
| 8 |  | Entrepreneurs will complete a Business Plan when starting up. Give **2** headings which might appear in a Business Plan. | 2 |
|  |  |  | **8** |
|  |  |  |  |
| **Homework 4****Types of business + objectives [sole trader, partnership, small franchises, non-profit making orgs]** |  |
| 9 |  | Alba Knitwear Ltd is a small business in the Scottish Borders.Identify **2** features of a small business. | 2 |
|  |  |  |  |
| 10 |  | Describe the following types of business organisation:* Sole trader
* Partnership
 | 2 |
|  |  |  |  |
| 11 |  | **Mary’s Meals**This Scottish charity feeds 300,000 children daily in Africa, Eastern Europe, Asia and Latin America. Food is provided at school to encourage children to learn.marys-meals |  |
| 12 |  | Suggest 2 different aims of a charity like Mary’s Meals. | 2 |
|  |  |  |  |
| 13 |  | Give 2 advantages of a Partnership. | 2 |
|  |  |  |  |
| 14 |  | Compare the objectives of a charity with those of a partnership. | 2 |
|  |  |  |  |
| 15 |  | Describe **2** advantages and **2** disadvantages of franchising. | 4 |
|  |  |  |  |
| 16 |  | **Copy and complete the following:** When a business is owned and controlled by one person it is known as a ………………………………….. however a partnership is when the business is owned by between 2 and ……… partners. A partnership can raise finance by asking their bank for a loan or …………………….. Charities can raise finance by asking for a lottery grant or …………………………………. | 4 |
|  |  |  | **18** |

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| **Homework 5****Sources of finance and advice** |  |
| 17 |  | **Cool Kidz Nursery**Carla and her brother Fabio always wanted to be entrepreneurs. They decided to go into partnership opening a children’s nursery in Peebles. |  |
|  |  | Suggest and justify **one** source of finance for Carla and Fabio when starting their business. | 2 |
|  |  |  |  |
| 18 |  | Identify **2** sources of advice available to business start-ups. | 2 |
|  |  |  |  |
| 19 |  | Identify **2** sources of finance available to an organisation when looking to expand. | 2 |
|  |  |  |  |
| 20 |  | Describe the type of advice the following individuals/groups could offer an organisation [a different type of advice must be given for each]:* Bank Manager
* Local Business Owners
* Inland Revenue
* Lawyers
 | 4 |
|  |  |  | **10** |

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| **Homework 6****Marketing**  |  |
| 21 |  | Outline the 4P’s.  | 4 |
| 22 |  | Explain advertising. | 1 |
|  |  |  |  |
| 23 |  | Describe the **2** types of advertising. | 2 |
|  |  |  |  |
| 24 |  | Identify and justify the **2** types of market research. | 4 |
|  |  |  | **11** |

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| **Homework 7****Objectives**  |  |
| 25 |  | Identify and justify **3** objectives of a Private Limited Company. | 6 |
| 26 |  | Compare the objectives of a Public Limited Company with those in the Third Sector. | 2 |
|  |  |  |  |
|  |  |  | **8** |

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| **Homework 8****Customer Service** |  |
|  |  |  |  |
| 2 |  | Describe the features of an effective customer care policy. | 3 |
|  |  |  |  |
| 3 |  | Outline the features of good customer service. | 3 |
|  |  |  |  |
| 4 |  | Describe the benefits of an organisation providing good customer service and the impacts of poor customer service. | 6 |
|  |  |  |  |
|  |  |  | **12** |

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| **Homework 9****Stakeholders** |  |
| 27 |  | Outline **4** stakeholders.  | 4 |
| 28 |  | Describe the influence that stakeholders can have on an organisation. | 4 |
|  |  |  |  |
| 29 |  | Describe the interest that stakeholders can have on an organisation. |  |
|  |  |  | **8** |

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| **Homework 10****External Factors** |  |
| 30 |  | Outline Political and Economic Factors that could affect an organisation. | 2 |
| 31 |  | Describe news articles that apply to Political and Economic factors. | 2 |
|  |  |  |  |
| 32 |  | Outline Social, Technological, Environmental and Competition factors that could affect an organisation. | 4 |
|  |  |  |  |
| 33 |  | Describe news articles that apply to Social, Technological, Environmental and Competition factors. |  4 |
|  |  |  | **14** |

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| **Homework 11****Internal Factors** |  |
| 34 |  | Explain internal factors that could affect an organisation. | 4 |
|  |  |  | **4** |