



GCSE Business Homework - Year 11
Autumn 1

Retrieval	Reading	Rewarding
<p>1. Multiple Choice Quiz (2.1 Methods of Growth):</p> <p>Create your own 10-question multiple-choice quiz covering types of business growth (e.g., internal growth, mergers, and acquisitions). Alternatively, try the following:</p> <p>https://www.bbc.co.uk/bitesize/guides/z72nt39/test</p>	<p>2. Case Study on Expansion (2.1.3 Methods of Growth):</p> <p>Read a case study about a business that expanded via mergers or takeovers (e.g., Disney acquiring Pixar).</p> <p>https://pixune.com/blog/disney-pixar-merger-in-details/</p> <p>Write a summary (150-200 words) explaining how the merger helped the business grow.</p>	<p>3. Create a Business Growth Plan (2.1.1 Business Growth):</p> <p>Design a growth plan for a small business of your choice. Include at least one internal and one external method of growth.</p> <p>Present your plan with visuals or bullet points. You could bring it in for class discussion if you like!</p>
<p>4. Diagram of Growth (2.1 Business Growth):</p> <p>Draw a flowchart showing two methods of business growth, explaining the pros and cons of each, labelling each step.</p>	<p>5. Market Research Article (2.2.2 Market Research):</p> <p>Find and read an article about how a business conducted market research before launching a new product.</p> <p>Here's an article if you struggle to find a suitable one:</p>	<p>6. Design a Marketing Campaign (2.2.4 Promotion):</p> <p>Imagine launching a new product for a famous brand. Create a basic promotional campaign (social media posts, advertisements, etc.) focusing on how you'll use the marketing mix.</p>



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	<p>https://businesscasestudies.co.uk/launching-a-new-product-into-a-developed-market/</p> <p>Write a short report (100-150 words) summarising the key market research methods they used and their importance.</p>	<p>Present your campaign in a 1-page summary or a creative poster.</p>
<p>7. Marketing Mix Brainstorm (2.2 Marketing Mix):</p> <p>List the 4Ps of the marketing mix for a well-known company (e.g., Nike or Coca-Cola).</p> <p>Write short bullet points explaining how each element (Product, Price, Place, Promotion) impacts customer decisions.</p>	<p>8. Price Strategy Comparison (2.2.3 Pricing Strategies):</p> <p>Read a business article comparing different pricing strategies (e.g., penetration pricing, price skimming).</p> <p>Here's an article if you struggle to find a suitable one:</p> <p>https://www.economicsonline.co.uk/business_economics/penetration-pricing.html/</p> <p>Write a paragraph (100-150 words) explaining which strategy you think is most effective and why.</p>	<p>9. Product Rebrand (2.2.1 Product):</p> <p>Choose an existing product that needs a rebrand. Design new packaging, slogan, and promotional material.</p> <p>Explain in 50-100 words how your changes will attract new customers.</p>



GCSE Business Homework - Year 11
Autumn 2

Retrieval	Reading	Rewarding
<p>1. Promotion Techniques Quiz (2.2.5):</p> <p>Create a quiz covering various promotional techniques (e.g., advertising, sales promotion, sponsorship). Include multiple-choice, true/false, and matching questions.</p>	<p>2. Case Study on Promotion (2.2.5):</p> <p>Read a case study on a company (e.g., McDonald's) and how it uses different promotional methods to engage customers. You could try the one below:</p> <p>https://www.blucactus.uk/mcdonalds-marketing-strategy/</p> <p>Write a short summary (100-150 words) discussing the most effective method used and why you think it works well.</p>	<p>3. Design a Promotion Campaign (2.2.5):</p> <p>Imagine you are launching a new product. Design a promotional campaign that includes at least three different techniques (e.g., social media ads, discounts, and in-store events).</p> <p>Present your campaign in a visual format (poster, slideshow, or infographic) and explain why each method will help reach your target audience.</p>
<p>4. Business Operations Flowchart (2.3.1):</p> <p>Draw a flowchart for a product of your choice, showing the production process from raw materials to finished product.</p> <p>Label each step clearly and briefly explain how each contributes to creating the final product.</p>	<p>5. Operations Management Article Review (2.3.1):</p> <p>Find and read an article on operations management in a manufacturing or service business. Here is an article if you cannot find a suitable one:</p>	<p>6. Create an Operations Process Plan (2.3.1):</p> <p>Choose a simple product (e.g., a T-shirt or mug) and design a step-by-step production process, focusing on how each step ensures quality.</p>



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	<p>https://www.epicflow.com/blog/effective-manufacturing-operations-management/</p> <p>Look for insights into how they manage resources and workflow.</p> <p>Write a paragraph summarising one key challenge the company faces in its operations and how it addresses it.</p>	<p>Include a short reflection on how quality control could be implemented at different stages.</p>
<p>7. Supplier Evaluation Comparison Table (2.3.2):</p> <p>Make a table comparing three suppliers based on cost, reliability, and quality.</p> <p>For each supplier, include a rating (1-5 stars) for each category.</p> <p>Explain which supplier you would choose based on these ratings and why.</p>	<p>8. Supplier Relationship Study (2.3.2):</p> <p>Read an article on how a major retailer (e.g., Tesco, John Lewis) maintains strong relationships with its suppliers.</p> <p>You may wish to use the following:</p> <p>https://www.johnlewispartnership.co.uk/content/dam/cws/pdfs/Juniper/ARA2020/JLP-plc-S172-1-Statement-2020.pdf</p> <p>Answer the following: Why is supplier reliability important for this business? How do they ensure they work with quality suppliers?</p>	<p>9. Supplier Selection Scenario (Theme 2.3.2):</p> <p>Imagine you run a small business and need a reliable supplier for a key product ingredient. Write a brief report on three fictional suppliers, evaluating their strengths and weaknesses.</p> <p>Conclude with a choice of supplier, explaining how it meets your business's needs for quality, cost, and delivery time.</p>



GCSE Business Homework - Year 11
Spring 1

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<p>1. Promotion Match-Up (2.3.3):</p> <p>Create a table with two columns: one for types of promotion (e.g. advertising, sponsorship, discounts, social media marketing) and another for their advantages and disadvantages.</p> <p>Match each promotion type to its advantages and disadvantages.</p>	<p>2. Case Study: Promotional Success (2.3.3):</p> <p>Read an article about a successful promotional campaign in the UK, such as Greggs' vegan sausage roll launch. Focus on the promotional methods used (e.g., social media, PR stunts).</p> <p>https://www.bbc.co.uk/news/business-47480247</p> <p>Write a short summary (100-150 words) discussing the most effective method used and why you think it works well.</p>	<p>3. Design a Promotional Campaign (2.3.3):</p> <p>Create a promotional plan for a fictional product launch (e.g., eco-friendly water bottles or a mobile game).</p> <p>Include the target market, promotional methods (e.g., social media, discounts), and expected outcomes.</p>
<p>4. Distribution Channels Challenge (2.3.4):</p> <p>Think of some different products (e.g., fresh produce, books, software) and decide which distribution channel would</p>	<p>5. Understanding E-commerce and Distribution (2.3.4):</p> <p>Explore an article about how businesses use e-commerce as a distribution channel, with examples like ASOS or Amazon. Highlight the benefits and</p>	<p>6. E-commerce vs. Traditional Channels Debate (2.3.4):</p> <p>Write a short summary or create a presentation debating whether e-commerce or traditional distribution channels are more beneficial for small</p>



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<p>be most suitable (direct to consumer, wholesaler, retailer).</p> <p>Justify your choices for each product.</p>	<p>challenges of e-commerce for businesses.</p> <p>https://www.theguardian.com/business/2024/nov/05/asos-loss-cost-of-living-stock-discount</p>	<p>businesses. Provide examples to support your argument.</p>
<p>7. Supplier Role Quiz (2.4.2):</p> <p>Create a set of questions about the role of suppliers and the importance of maintaining strong supplier relationships.</p> <p>Example questions:</p> <ul style="list-style-type: none">• Why is reliability important in a supplier?• What are two risks of relying on a single supplier?	<p>8. The Benefits of Supplier Relationship Management (2.4.2):</p> <p>Read an article about good working relationships with suppliers.</p> <p>https://www.winman.com/blog/bid/366854/the-benefits-of-supplier-relationship-management</p> <p>List and briefly explain three benefits of maintaining strong supplier relationships as outlined in the article.</p>	<p>9. Supplier Selection Plan (2.4.2):</p> <p>Imagine running a café. Research and select a supplier for coffee beans.</p> <p>Consider factors such as cost, quality, reliability, and ethical sourcing. Present findings in a report or table.</p>



GCSE Business Homework - Year 11
Spring 2

Retrieval	Reading	Rewarding
<p>1. Economic Influences Quick Quiz (2.5.1):</p> <p>Define the following terms: inflation, interest rates, exchange rates, and unemployment.</p> <p>Explain how each might impact a small business (e.g., rising inflation affecting costs).</p>	<p>2. Inflation and Business Example (2.5.1):</p> <p>Read an article explaining how inflation impacts UK businesses, such as increasing costs or reducing consumer spending.</p> <p>https://www.bbc.co.uk/news/business-12196322</p>	<p>3. Create an Economic Influences Poster (2.5.1):</p> <p>Design a poster showing how businesses are affected by economic factors like interest rates and exchange rates. Include diagrams, graphs, and examples of real businesses.</p>
<p>4. Globalisation Impact Matching (2.5.2):</p> <p>Match examples of globalisation's impact to their categories:</p> <ul style="list-style-type: none">• Positive impact (e.g., access to larger markets).• Negative impact (e.g., increased competition from international brands).	<p>5. Globalisation in Business (2.5.2):</p> <p>Read a case study about Primark's global supply chain and how globalisation helps keep prices low.</p> <p>https://www.theguardian.com/business/2019/nov/09/primark-fast-fashion-retail-low-prices-sustainable</p>	<p>6. Global Business Debate (2.5.2):</p> <p>Write a short argument either supporting or opposing globalisation's impact on small businesses. Use examples of businesses that benefit or struggle due to globalisation.</p>



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7. Ethical Business Decision Scenarios (2.5.3):

Consider ethical dilemmas (e.g., sourcing cheap labour vs. paying fair wages).

Explain what decision you would make and why.

8. Ethics in Business (2.5.3):

Explore a company like The Body Shop, focusing on its ethical business practices (e.g., cruelty-free products, fair trade sourcing).

<https://www.thebodyshop.com/en-ca/about-us/brand-values/sustainability/sustainability-commitments/a/a00063>

9. Design an Ethical Business Model (2.5.3):

Imagine launching an environmentally friendly business. Create a plan detailing:

- How you will reduce environmental impact.
- How you will maintain ethical practices in sourcing and labour.
- Potential challenges you might face and how you'll overcome them.