STOKE
DAMEREL

Be World Class

Autumn Term
Term 1

Business

Year 11

Name: ______________________

Tutor: ______________________

GREENSHAW LEARNING TRUST

Year 11 Homework Timetable

Monday	**English** Exam Question	**English** Sparx	**Maths** Sparx
Tuesday	**Option A** Exam Question	**Science** Carousel	**Science** Sparx
Wednesday	**Option B** Exam Question	**Option A** Carousel	**Maths** Sparx
Thursday	**Option C** Exam Question	**Option B** Carousel	**Science** Sparx
Friday	**Science** Exam Question	**Option C** Carousel	**Catch Up** Sparx

Sparx Science

• Complete 100% of their assigned homework each week

Sparx Maths

• Complete 100% of their assigned homework each week

Option A (EBACC)
Computer Science
Languages
Geography
History

Option B
Business Studies
Hospitality and Catering
Drama
Music
Geography
Health and Social Care
ICT
Media Studies
Music
Sport
Travel and Tourism

Option C
Art
Business Studies
Hospitality and Catering
Computer Science
Drama
Photography
Science (Triple)
Sport

Half Term 1 (7 weeks) - Year 11	
Week / Date	**Homework task 1 Exam Question**
Week 1 7th September 2026	**Question**: Discuss the impact of globalisation on the competitiveness of a UK-based business (6)
Week 2 14th September 2026	**Question**: Explain one benefit to a business of using batch production (3)
Week 3 21st September 2026	**Question**: Explain one benefit to a business of using flow production (3).
Week 4 28th September 2026	**Question**: Explain one benefit to a business of having a good relationship with its suppliers. (3)
Week 5 5th October 2026	**Question**: Explain one reason why a business might use just in time stock control. (3)
Week 6 12th October 2026	**Question**: Explain one advantage to a business of producing a high quality product. (3)
Week 7 19th October 2026	**Question**: Discuss the disadvantage to a business of providing poor customer service. (6)

Half Term 2 (6 weeks) - Year 11	
Week / Date	**Homework task 1 Exam Question**
Week 8 9th November 2026	**Mock Exams**
Week 9 16th November 2026	**Mock Exams**
Week 10 23rd November 2026	**Question**: Explain why it is important for businesses to try and differentiate their products (6).
Week 11 30th November 2026	**Question**: Explain why a business might want to extend the life of a product? (6)
Week 12 7th December 2026	**Question**: Explain the impact that would face a business if they were to relocate (6)
Week 13 14th December 2026	**Question**: Explain the different impacts that face a business if they were to increase its prices. (6)

Knowledge Organiser

Section:	Content:
Section A	35 Marks –(Non contextualised) Multiple choice and long and short mark questions. End with a 6 mark question
Section B	30 Marks (Case Studies) Short and Longer questions
Section C	25 Marks (Case Studies) Short and Longer questions

Grading Scale	
New:	Current:
9	A*
8	A*
7	A
6	B
5	Top C
4	Bottom C

Evaluate: Worth 12 Marks (1 per exam)
- E.g. Evaluate whether Sally's ideas will be a success
- 2 reasons for and against – must be contextualised
- 3 link strands per side of the argument or 5 strands for a detailed answer
- Conclusion the same as Justify

Justify: Worth 9 Marks (Appears in Section B & C)
- Involves a choice between 2 options. E.g. Neil and Sue are considering 2 options either increase price or reduce costs, justify which option they should choose
- Must be linked to the case study (contextualised)
- Pick an option and discuss the pros and cons of this choice.
- 3 linked strands per side of the argument E.g. Reason …because (1st link strand) …. Therefore (2nd link strand) … as a result (3rd link strand).
- Conclusion needed – My answer depends upon (pick up on other factors)

Analyse: Worth 6 Marks (Appears in Section B – Case study)
The same as 'Discuss' although NOW must be linked to the case study
- Discuss what/the likely impact/benefit/drawbacks etc.
- Can provide one or two impacts although must total at least 5 link strands e.g. Reason … because (1st link strand) … therefore (2nd link strand) … as a result (3rd Link strand)
- Must be contextualised, can be positive or negative

7. Evaluate

6. Justify

5. Analyse

4. Discuss

3. Outline

2. Explain

- **Calculate**

Discuss: Worth 6 Marks (Appears in Section A – no context)
- Discuss what/the likely impact/benefit/drawbacks etc.
- Can provide one or two impacts although must total at least 5 link strands e.g. Reason … because (1st link strand) … therefore (2nd link strand) … as a result (3rd Link strand)
- Can be positive or negative points

Outline: Worth 2 Marks (Appears in B &C – Case Studies)
- State one benefit/drawback/impact/method etc
- Provide one link strand
- Must be linked to the context
- Context doesn't mean just using the name of the business

Explain: Worth 3 Marks (Appear in A – no context)
- Explain one … Impact/advantage/method/disadvantage
- 2 Link strands e.g. Reason …because (1st link strand) … therefore (2nd Link strand)

Calculate: Worth 2 Marks (Appear in A,B & C)
- No need to state formula
- Must write your answer on the answer line (2 decimal places if required)
- Must show workings out

Week	Key Knowledge	Key terms		Contextual information
1+2 **Globalisation**	**In the modern world business operates across a number of countries.** The volume of trade amongst countries has grown significantly over the last few years. Improvements to technology allowing for greater communication and capital mobility as allowed businesses to trade in international markets increasing their customer base and their revenue	**Imports –** Business source products from other countries, often because it is cheaper to do so.	**Tariff –** A tax on imported goods that raise the price the consumers pay	**The UK is in the EU so can trade freely with most of Europe.** **When BREXIT happens we will have to pay tariffs on products from the EU and the countries in the EU will have to pay tariffs on UK products. This increases the costs of non UK raw materials and increases the price of goods from the UK.** **Coca Cola operates in all but 2 of the 197 countries in the world and employs 123,000 people and has a revenue of approx. 40 billion per year**
		Exports – The internet and improved transportation has meant that businesses can now sell their products all over the world	**Trade bloc** A barrier to trade set by groups of countries, for example the EU.	
		Location –businesses can locate anywhere in the world to take advantage of cost savings	**Protectionism –** an action taken by the government to reduce the flow of imports	

Week	Key Knowledge	Key terms	Contextual information
2 & 3 **Production process**	**Job –** Products produced by specialists, often bespoke or made to order. For example wedding cakes	**Bespoke –** One of a kind, made to the specification of the customer	Production is linked to productivity, flexibility, cost and quality. Businesses that create bespoke products can charge more for their products because of the quality. For example Fender charges up to £10,000 for a guitar. However, products that are produced on a production line can be made more cheaply allowing the business to pass this saving on to the customer and creating competitive advantage
	Batch – Products made in batches. A production line will make several of one item then switch and make several of another. For example a bakery	**Economies of scale –** the more of a product that is made the cheaper it becomes to make it. For example, bulk buying if a business buys more raw materials then they will be cheaper	
	Flow – The production is normally done on an assembly line. This is often automated so the process can continue 24 hours a day 7 days a week. For example: Car manufacturing	**Automation –** The use of machinery or robotics to make products	

Week	Key Knowledge	Key terms	Contextual information
3 & 4 **Technology on production**	**Reducing costs –** Although capital outlay is expensive, machinery can be run much more efficiently enabling mass production and reduces the need for employees therefore reducing costs	**Cost per unit –** The raw material and labour cost to make one unit	Impacts of technology • Speeds up production process • Lowers production costs • Ensures fewer mistakes • Initial investment is costly • Technology can become obsolete • Requires employee training
	Improving quality – Machinery reduces human error and design programmes improve design processes. Also tracking systems for deliveries can improve customer experience	**Supply chain management –** The management of resources during the production process	
	Improving flexibility – Machinery can be reprogrammed to create a variety of products. Online processes can allow customers to design bespoke products much more cheaply	**Standardisation –** Products that are exactly the same as each other	

Week	Key Knowledge	Key terms	Bar gate graph
4 Managing stock	**Customer satisfaction –** Managing the level of stock will be important to maintain customer confidence in a business. Customers will go to competitors if they cannot get the products they require from a business	Bar gate graph used to measure stock levels in a business. Indicating when stock Is low and when to reorder	
		Buffer stock – The minimum stock level a business will hold	
	Perishable/obsolete – Some products will have a limited shelf life and may be spoiled. Some products are seasonal and some products will not be demanded by consumers if they are no longer desirable	**Maximum stock level –** The amount a business can store within its warehouses	
		Lead time – the time it takes from ordering to delivery	
	Quantity – holding enough stock to meet customer need is important to the success of a business. However stock is a drain on cash flow so too much stock is not good for a business	**Re-order level –** The point that stock is low, allowing for time for stock to be delivered	

Week	Key Knowledge	
4 JIT	**Just in Time stock management is the process of ordering enough stock for the beginning of the production process. This means that a business does not need to warehouse stock, reducing costs. For this process to be successful businesses must have excellent relationships with suppliers.**	
	Advantages	**Disadvantages**
	No need for warehousing, reducing fixed costs	Stock could be late or damaged in transit delaying production
	Cash is not tied up in stock so can be used for other elements of the business	If there are unexpected orders businesses may not be able to meet demand

Week	Key themes			
5 & 6 Quality	**Quality control – The process of checking whether products made on a production line of an appropriate quality and flaw free before shipping to the customer. This ensures that the customer is satisfied and the reputation of the business stays intact**		**Quality assurance – An embedded process where quality is put at the heart of the production process. All production works are invested in producing quality products and can intervene if they believe that quality in not being met**	
	Advantages	**Disadvantages**	**Advantages**	**Disadvantages**
	Faults will be picked up and issues resolved	Process happens at the end faulty product become waste increasing costs	Less waste as faults are picked up early in the process	Training for staff is more involved and the business is reliant on staff to pick up faults
	Customer will be satisfied with product	Have to employ quality controller to check product increasing costs	No need for quality controllers	May have to increase prices to cover the training costs making business less competitive

Week	Key terms				
10 **The sales process**	**Customer interest** Customers will become interested in products or services that are well marketed. Creating a strong brand image and reputation will increase the chance of consumers choosing your product	**Speed and efficiency of service** Efficient production processes are important in order for the business to meet the demand for the product. Delivery will also need to be timely to keep customers happy.	**Customer engagement** This is extremely important in the service industry. Staff need to build relationships with the customer to build trust. This will also be the case with large purchases like cars or houses	**Post-sale service** Many businesses offer an aftersales service. This not only builds loyalty and promotes positive reputation, it encourages repeat purchase. Also post sale service guarantee can help a business make a sale	**Customer loyalty** Retaining customers is good for building a brand. Also it is much more expensive to attract new customers than it is to keep existing ones

Week	Key Knowledge	Contextual information
11 **Product - Design mix**	**Aesthetics –** a product may need to look good for a customer. Some products value Aesthetics more than others. For example a designer watch	**The design mix for a Dyson Hoover is heavily focused on Function and while they Want then to be aesthetically Pleasing it is more important that they are exceptional at what they do. Dyson product commend a high price because of their success of meeting customer expectations**
	Function – a product will need to be at least fit for purpose. However some products will need to ensure that their functionality is exceptional. For example an high performance car	
	Cost – Customers will only pay what they feel is an appropriate price for a product. The two products above could command a high price because of their aesthetics and their function. A standard car or an ordinary watch would be considerably cheaper	
Week	**Key Knowledge**	**Contextual information**
11 **Product life cycle**	**Introduction** – This is in the very early stages, straight after the launch of the product or service. An entrepreneur would expect sales to be low but growing	**All products have a product life cycle but the length of time products last varies from product to product. For example; Loom bands were introduced, grew and went through maturity into decline over about an 18mth period. Whereas Heinz Ketchup is still in the maturity phrase after 130 years**
	Growth – At this point sales of the product or service should be rising rapidly with the onset of repeat purchase and greater consumer knowledge of the product/service	
	Maturity – At this stage the product or service is established. Many people in the target market demand the product and a business will be making large profits	
	Decline – When consumers tastes change or alternatives are released, then people no longer want the product, sales diminish and profits will go down	

Week	Key Knowledge			Contextual information
11 **Extension strategies**	When a product is beginning to decline then a business may try to extend its lifecycle. The strategies it might use are discussed below			**All products have a natural life span, whether 18mths or 130 years. In order to extend this, businesses will make modifications to the product or service throughout the maturity stage. For example; Coca Cola has reinvented its packaging advertising and flavours over its 133 year history. Businesses will also apply extension strategies when sales start to decline. For example ; KitKat chunky, KitKat white chocolate etc…**
	Advertising – a business may invest in a new advertising campaign to boost sales **Reducing pricing –** a business may include the item in a sales promotion like BOGOF	**Add value** – a business may update the features of the product or service **Target new markets –** a business may try to reach a new market. For example a new country	**Packaging** – the product may be rebranded with new packaging/logo **Encourage greater use –** a business may recommend using more of a product to encourage higher sales	

Week	Key Knowledge		
12 **Place**	**Retailing –** Traditionally shops used to be found on the high street. This was where you would find all shoppers. Now they are often located on the outskirts of town in retail parks.	**E-tailing –** with the advent of Online shopping more and more consumers shop on the internet. This means a huge reduction in costs and high street premises are expensive. Plus the ability to sell globally.	**Location –** Some businesses choose to locate near a particular resource or target market. For example a clothes manufacturer may locate to china to take advantage of labour costs

Week	Key Knowledge	Key terms
13 **Promotional strategies**	**Advertising –** Any paid advertising for example Newspapers, Radio, TV, social media	**Special offers –** Offering deals on products and services
	Sponsorship - When a business pays to have its brand associated with another big brand or celebrity	**Public relations –** Linking the brand to a positive event or cause
	Product trials – Offer free samples or substantially discounted access	**Branding** - Developing a brand personality that helps consumers to trust in the product or service

Contextual information
A promotional strategy is where a business will use a selection of media to complement each other in order to raise the profile of the brand and the product. Promotion done in isolation is much less likely to be successful

WEEK 1: Exam Question

Question: Discuss the impact of globalisation on the competitiveness of a UK-based business (6)

Answer:

WEEK 1: Exam Question review and improvement (Classwork)

Question: Discuss the impact of globalisation on the competitiveness of a UK-based business (6)

Answer:

WEEK 2: Exam Question

Question: Explain one benefit to a business of using batch production (3)

Answer:

WEEK 2: Exam Question review and improvement (Classwork)

Question: Explain one benefit to a business of using batch production (3)

Answer:

WEEK 3: Exam Question

Question: Explain one benefit to a business of using flow production (3).

Answer:

WEEK 3: Exam Question review and improvement (Classwork)

Question: Explain one benefit to a business of using flow production (3).

Answer:

WEEK 4: Exam Question

Question: Explain one benefit to a business of having a good relationship with its suppliers. (3)

Answer:

WEEK 4: Exam Question review and improvement (Classwork)

Question: Explain one benefit to a business of having a good relationship with its suppliers. (3)

Answer:

WEEK 5: Exam Question

Question: Explain one reason why a business might use just in time stock control. (3)

Answer:

WEEK 5: Exam Question review and improvement (Classwork)

Question: Explain one reason why a business might use just in time stock control. (3)

Answer:

WEEK 6: Exam Question

Question: Explain one advantage to a business of producing a high quality product. (3)

Answer:

WEEK 6: Exam Question review and improvement (Classwork)

Question: Explain one advantage to a business of producing a high quality product. (3)

Answer:

WEEK 7: Exam Question

Question:Discuss the disadvantage to a business of providing poor customer service. (6)

Answer:

WEEK 7: Exam Question review and improvement (Classwork)

Question:Discuss the disadvantage to a business of providing poor customer service. (6)

Answer:

WEEK 8: Exam Question

Question:

Answer:

WEEK 8: Exam Question review and improvement (Classwork)

Question:

Answer:

WEEK 9: Exam Question

Question:

Answer:

WEEK 9: Exam Question review and improvement (Classwork)

Question:

Answer:

WEEK 10: Exam Question

Question: Explain why it is important for businesses to try and differentiate their products (6).

Answer:

WEEK 10: Exam Question review and improvement (Classwork)

Question:Explain why it is important for businesses to try and differentiate their products (6).

Answer:

WEEK 11: Exam Question

Question: Explain why a business might want to extend the life of a product? (6)

Answer:

WEEK 11: Exam Question review and improvement (Classwork)

Question: Explain why a business might want to extend the life of a product? (6)

Answer:

WEEK 12: Exam Question

Question: Explain the impact that would face a business if they were to relocate (6)

Answer:

WEEK 12: Exam Question review and improvement (Classwork)

Question: Explain the impact that would face a business if they were to relocate (6)

Answer:

WEEK 13: Exam Question

Question: Explain the different impacts that face a business if they were to increase its prices. (6)

Answer:

WEEK 13: Exam Question review and improvement (Classwork)

Question: Explain the different impacts that face a business if they were to increase its prices. (6)

Answer: