STOKE
DAMEREL

Be World Class

Autumn Term
Term 1
Business
Year 10

Name: ______________________

Tutor: ______________________

Year 10 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
Religious Studies
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 10	
Week / Date	**Homework task 1 Exam Question**
Week 1 7th September 2026	**Question**: Explain the difference between a product and a service
Week 2 14th September 2026	**Question**: Explain one reason why a business owner might want to develop new ideas from existing products or services (3)
Week 3 21st September 2026	**Question**: Explain one way a business can meet the needs of its customers (3)
Week 4 28th September 2026	**Question**: Explain one reason why running a business can involve high levels of risk (3)
Week 5 5th October 2026	**Question**: Discuss a method that a business owner may use to reduce the level of risk in the running of their business (6)
Week 6 12th October 2026	**Question**: Explain one benefit to a small business of understanding customer needs. (3)
Week 7 19th October 2026	**Question**: Explain one advantage to a small business of using secondary market research rather than primary market research (3)

<table>
<tr><th colspan="2">Half Term 2 (6 weeks) - Year 10</th></tr>
<tr><th>Week / Date</th><th>Homework task 1
Exam Question</th></tr>
<tr><td>Week 8
9th November 2026</td><td>Question: Explain one way in which social media can be used to collect market research data.(3)</td></tr>
<tr><td>Week 9
16th November 2026</td><td>Question: Explain one reason why a business could use a market map. (3)</td></tr>
<tr><td>Week 10
23rd November 2026</td><td>Question: Explain one reason why a differentiated product might benefit a business (3)</td></tr>
<tr><td>Week 11
30th November 2026</td><td>Question: Explain one reason why a business owner might set an objective to break even (3)</td></tr>
<tr><td>Week 12
7th December 2026</td><td>Question: a. Using the information below calculate the total costs for the business. You are advised to show your workings.
Number of units sold: 240
Fixed costs: £1 100
Variable costs per unit: 45 pence

b.The information below is about a small business for one month. The business sold 270 units this month.
Fixed costs: £2 100
Variable costs per unit: £110</td></tr>
<tr><td>Week 13
14th December 2026</td><td>Question: a. Table 1 contains information about a small business for one month. The business sold 270 units this month.
<table>
<tr><td>Fixed costs</td><td>£2 100</td></tr>
<tr><td>Variable costs (per unit)</td><td>£110</td></tr>
<tr><td>Sales price (per unit)</td><td>£200</td></tr>
</table>
Table 1

Using the information in Table 1, calculate the profit for this business. You are advised to show your workings.

b. Total Number of Bikes - 2000
Total Revenue - £1 100 000
Variable cost per bike - £350
Fixed Costs - £150 000
1 - Calculate the selling price per bike
2 - Calculate the profit forecast</td></tr>
</table>

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	
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

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**

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)

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

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

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

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)

Business Studies Y10 Knowledge Organiser 1.1

Week	Key Knowledge – 3 reasons	Key terms		Contextual information
1 How new businesses come about	**Changes in technology** – examples; Netflix and Apple	**Sales revenue** = Price x Quantity	**Profit** = Total revenue – Total costs	The most important objective for most businesses is profit. Business ideas may be completely new ideas or they maybe an adaptation of an existing product or service. Netflix was an example of a new service to watch movies via streaming sites, it replaced film rental businesses like blockbusters. Companies like Apple and Samsung regularly adapt their products with new features to encourage more sales.
	Changes in demand – examples; Healthy food and cameras on phones	**Consumer** - An individual who buys products or services for personal use	**Demand** –Quantity of product wanted by consumers	
	Products becoming obsolete – examples; CD's and Loom bands	**Goods and services** – business offer either a good (physical thing -jeans) or a service (something that cannot be touched – hairdressers)	**Obsolete** – A product/service that is no longer useful or demanded by consumers	

Week	3 Key knowledge - Responsibilities	Contextual information
2 The role of the entreprene urship	**Organise resources** – Key resources are; finance, staff, premises, equipment and raw materials	Richard Branson will be very good at organising resources and making business decisions. He is also a renown risk taker. In In 1994 he decided to take on Coca-Cola and Pepsi. During the launch in America he famously drove a tank into New York City's Times Square straight through a wall of Coca-Cola cans and fired at a coco cola sign. Virgin Coke only managed a 0.5% share of the market and eventually was discontinued.
	Make business decisions – Key decisions are; Who to employ, what products or services to offer, what prices to charge, how to advertise.	
	Take risks – There are many risks associated with starting a business including how to finance a project, whether to expand and whether a new innovation is a good idea. Entrepreneurs need to take risks in order to make profit and grow but they need to take the right risks.	

Week	Key themes	Key terms	Contextual information
2 The role of enterprise	**Supplier** – a business that supplies other business with their products	**Enterprise** - An individual or business that produce goods or services to meet the needs of customers	There are many different types of business. A supplier like a farm will provide potatoes to a factory, owned by Walkers for example, who will then sell to Tesco's. The farm and Walkers are both suppliers but Walkers are also producers. It will be important that the farm grows good quality potatoes and that Walkers produce good quality crisps if they are going to stay in business.
	Producer – A business that make products using raw materials, Labour and machinery	**Raw materials** – the things required to produce a product	
	Customers – A person or organisation that buys a product or service	**Labour** – the people required to make a product or provide a service	

Week	Key themes - 4 ways to add value		Key terms	Contextual information
3 The importance of adding value	**Branding** – an image or name that a customer recognises. Good branding will create trust with consumers	**USP** – Unique selling point. A product or service that has something different or extra from its competitors	**Adding value** – The process of changing raw materials or basic products into something that people will pay more for **The difference between cost and selling price**	Walkers add value to a potato buy turning them in to crisps. They then add unique flavours, like cheese and cucumber, to make them original and finally they add the Walkers brand which is trusted by consumers so people are more inclined to buy them.
	Quality and design - making a product or service with superior quality or exceptional design.	**Convenience** – making a product that makes the lives of consumers easier.	**Competitive advantage** – when a company creates a product or service that is significantly different or better or when they create a highly trusted brand.	

Week	Key themes – 3 reasons	Key terms		Additional information
4 **How new businesses come about**	**Changes in technology** – examples; Netflix and Apple	**Sales revenue =** Price x Quantity	**Consumer -** An individual who buys products or services for personal use	**The most important objective for most businesses is profit.** **Business ideas may be completely new ideas or they maybe an adaptation of an existing product or service.** **Netflix was an example of a new service to watch movies via streaming sites, it replaced film rental businesses like blockbusters.** **Companies like Apple and Samsung regularly adapt their products with new features to encourage more sales.**
	Changes in demand – examples; Healthy food and cameras on phones	**Profit =** Total revenue – Total costs	**Demand** –Quantity of product wanted by consumers	
	Products becoming obsolete – examples; CD's and Loom bands	**Goods and services –** business offer either a good (physical thing -jeans) or a service (something that cannot be touched – hairdressers)	**Obsolete –** A product/service that is no longer useful or demanded by consumers	

Week	Key themes – 3 factors	Key terms	Additional information
5 **Risk**	**Business failure** – Over 50% of businesses fail within the first five years. Therefore the risk of setting up a business or launching a new product is high.	**Unlimited liability** – An entrepreneurs personal possessions are at risk if the business fails	**Calculated risk - advantages and disadvantages have been carefully weighted and considered.** **Successful entrepreneurs only take calculated risks. They look at the potential return (extra money they will get) but they will also understand the market that the business is going into to see its chances of success. They will only invest if they think the chances are good. But sometimes they can still get it wrong.** **TIP: Watch and episode of Dragons Den – see how many of the dragons say no to new business ideas and why**
	Financial loss – Setting up a business or launching a new product is costly. If the business fails the entrepreneur may lose the money that he has invested. He may also still owe money to an investor or bank.	**Entrepreneur** – A person who is willing to take risks to run set up a business	
	Lack of security – If an entrepreneur wants to start a new business then he/she will need to spend a great deal of time in order to make it successful. He may need to give up a secure job to do this.	**Personal income** – Money used by a person for their living expenses such as mortgage, food, fuel etc	

Week	Key themes – 3 factors		Key terms	Additional information
5 **Reward**	**Business success –** One of the biggest rewards for an entrepreneur is seeing their business become successful		**Market share –** A businesses proportion of sales in a market	**Richard Branson is a famous entrepreneur who founded his company "Virgin" in the 1970's. He began selling magazines at school and then founded a record shop and then an airline "Virgin Atlantic". He now oversees over 400 companies and has a net worth of over £3 Billion.**
	Profit – With success comes the opportunity to make a profit. This is the most important objective for almost any business	**Formula** **Profit = Total revenue – Total costs**	**Economy –** The amount of spending in the country	
	Independence –Entrepreneurs have the freedom to make their own decisions about their business, this will be extremely satisfying		**Innovation –** A new idea or creative solution	

Week	3 Key Responsibilities	Key terms
5 **The role of the entreprene urship**	**Organise resources –** Key resources are; finance, staff, premises, equipment and raw materials	**Richard Branson will be very good at organising resources and making business decisions. He is also a renown risk taker. In 1994 he decided to take on Coca-Cola and Pepsi. During the launch in America he famously drove a tank into New York City's Times Square straight through a wall of Coca-Cola cans and fired at a coca cola sign.**
	Make business decisions – Key decisions are; Who to employ, what products or services to offer, what prices to charge, how to advertise.	

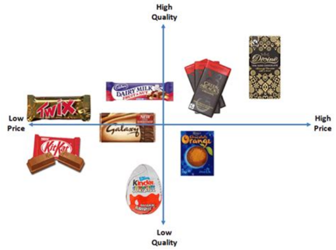
	Take risks – There are many risks associated with starting a business including how to finance a project, whether to expand and whether a new innovation is a good idea. Entrepreneurs need to take risks in order to make profit and grow but they need to take the right risks.	**Virgin Coke only managed a 0.5% share of the market and eventually was discontinued.**

Week	**Key Knowledge – 4 factors**		**Contextual Information**
6 **Customer needs**	**Price –** Beating a competitors price on same good/service	**Quality -** A manufacturer using the best materials	• Aldi and Lidl meet customer needs by offering low price groceries • Dyson meet customers needs by offering high quality products • Service stations meet the needs of their customers by placing themselves of the major roads in the UK to make travelling easier • Currys PC World meet the needs of their customers by offering all kinds of electronic equipment and household appliances
	Convenience –A complete meal that can be microwaved in minutes	**Range –** A supermarket that offers every choice a consumer might want	

Week	**Key Knowledge – two types**	**Key terms**	**Contextual Information**
7 **Market research**	**Primary -** Collecting information that did not exist before. This will be completed up to date and relevant to the business. Types include; Questionnaires, Focus groups, Surveys	**Qualitative –** Questions that produce data about what people think and feel. Open questions that get more detailed responses	**The purpose of research is to;** • Identify gaps in the market • Identify customer needs • Identify and understand competitors • Understand customer opinion of a business **Many businesses fail as they do not understand the market or their customer needs.**
	Secondary – Gathering data that already exists about the market or other businesses in the market. Types include; Market reports, Sales data, internet, government reports	**Quantitative –** Questions that produce numerical data like amounts or percentages. Closed questions that produce yes or no answers	

Week	**Key Knowledge – 4 factors**	**Key terms**	**Contextual Information**
8 **Market segmentation**	**Income** - How much money people earn. Example, businesses will produce products that target people with little money (Poundland) or lots of money (Rolex)	**Differentiate –** A product or service that stands out from others Making something unique or exceptional	**Market segmentation allows a business to design its product range or services to cater for the people that it hopes will become its customers.** ***Dinkys Play Café – installed a soft play area for toddlers, it also offered a range of child friendly healthy snacks. In its toilets it installed lower level sinks and a nappy changing station. It also offered bespoke birthday packages. Understanding its target market was key to making them happy**
	Demographic – Includes gender and family type (single, married etc)		
	Lifestyle – The things people like to do and buy. For example, Halfords appeal to people who cycling and B and Q appeal to people who like to do things in the house and garden	**Target market –** a group of people that business has recognised as potential customers	
	Location – Business who want to appeal to regional tastes or businesses that recognise an area is affluent so they sell high quality products there.	**Innovation –** A new idea or creative solution	

Week	**Key Knowledge**	**Market Map**

9 **Market maps**	**Market Mapping –** A diagram that can be used to position two products using two variables (often quality and price) This allows entrepreneurs or businesses to spot potential gaps in the market or places with less competition.	
	Quality – Examples of different quality products in chocolate are shown on the diagram from top to bottom.. Green and blacks are considered high quality with Kinder egg low quality	
	Price – Examples of different priced chocolate are shown from left to right. Twix is a low priced chocolate and Divine is quite expensive.	

<table>
<tr><th>Week</th><th colspan="2">Key Knowledge</th><th>Key terms</th><th>Contextual information</th></tr>
<tr><td rowspan="4">10

Aims and Objectives</td><td>Financial aims</td><td>Non financial aims</td><td>Objective –An incremental step to help a business achieve an Aim.</td><td rowspan="4">Aims and objectives will change over time and depending on the size of a business.
A new business will want to survive in its first year whereas an established business will want to make a profit and growth.
A small business might be focused on profit where as a large business might want to increase market share or move into new markets</td></tr>
<tr><td>Survival</td><td>Satisfaction</td><td rowspan="2">SMART – Specific/Measurable/Achievable/Realistic/ Time bound</td></tr>
<tr><td>Profit</td><td>Challenge</td></tr>
<tr><td>Growth</td><td>Control</td><td>Social enterprise – A business set up to support a social or community need</td></tr>
<tr><th>Week</th><th colspan="2">Key Knowledge</th><th>Formula</th><th>Contextual information</th></tr>
<tr><td rowspan="4">11

Revenue and costs</td><td colspan="2">Revenue – Money from the sale of products or services</td><td rowspan="2">Revenue = Price X Quantity</td><td rowspan="4">There are lots of different words for money in business. It is important that you spend lots of your own time to revise their meanings</td></tr>
<tr><td colspan="2">Variable costs – Costs that change with output (or sales)</td></tr>
<tr><td colspan="2">Fixed costs – Costs that have to paid whether a business produces/sells one or a million</td><td rowspan="2">Total costs (TC) = Fixed costs (FC) + Variable costs (VC)</td></tr>
<tr><td colspan="2">Total costs – All costs incurred by a business (Fixed costs and variables costs added together)</td></tr>
<tr><th>Week</th><th colspan="2">Key Knowledge</th><th>Key terms</th><th>Contextual information</th></tr>
<tr><td rowspan="3">11
Profit and loss
Interest</td><td colspan="2">Profit – The money left after all the costs have been paid from the revenue taken</td><td>Income statement – An accounting document that shows all of the money that has come in and will go out of a business.</td><td rowspan="3">Profit is the most important aim for any business
Gross profit shows whether they are paying too much for their variable costs and whether they are pricing their product appropriately
Net profit shows how much you are paying for your fixed costs like rent or marketing. This might show an entrepreneur they need to consider relocation or cheaper promotional methods</td></tr>
<tr><td colspan="2">Loss – When the business takes less revenue that its costs</td><td>Net profit – The profit after all costs have been paid</td></tr>
<tr><td colspan="2">Interest – The extra that is paid when borrowing money from a financial institution</td><td>Gross profit – The profit after variable costs have been paid (Cost of sales)</td></tr>
<tr><th>Week</th><th colspan="2">Key Knowledge</th><th>Formula</th><th>Contextual information</th></tr>
</table>

12 **Breakeven**	**Breakeven level of output –** The about a business must produce/sell to make no loss and no profit	**Breakeven =** $$\frac{\textbf{Fixed costs}}{\textbf{Selling price – Variable costs}}$$	
	Margin of safety - The expected sales less the breakeven sales	**MoS =** **Actual sales – Breakeven sales**	

WEEK 1: Exam Question

Question: Explain the difference between a product and a service

Answer:

WEEK 1: Exam Question review and improvement (Classwork)

Question: Explain the difference between a product and a service

Answer:

WEEK 2: Exam Question

Question: Explain one reason why a business owner might want to develop new ideas from existing products or services (3)

Answer:

WEEK 2: Exam Question review and improvement (Classwork)

Question: Explain one reason why a business owner might want to develop new ideas from existing products or services (3)

Answer:

WEEK 3: Exam Question

Question: Explain one way a business can meet the needs of its customers (3)

Answer:

WEEK 3: Exam Question review and improvement (Classwork)

Question: Explain one way a business can meet the needs of its customers (3)

Answer:

WEEK 4: Exam Question

Question: Explain one reason why running a business can involve high levels of risk (3)

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WEEK 5: Exam Question

Question: Discuss a method that a business owner may use to reduce the level of risk in the running of their business (6)

Answer:

WEEK 5: Exam Question review and improvement (Classwork)

Question: Discuss a method that a business owner may use to reduce the level of risk in the running of their business (6)

Answer:

WEEK 6: Exam Question

Question: Explain one benefit to a small business of understanding customer needs. (3)

Answer:

WEEK 6: Exam Question review and improvement (Classwork)

Question: Explain one benefit to a small business of understanding customer needs. (3)

Answer:

WEEK 7: Exam Question

Question: Explain one advantage to a small business of using secondary market research rather than primary market research (3)

Answer:

WEEK 7: Exam Question review and improvement (Classwork)

Question: Explain one advantage to a small business of using secondary market research rather than primary market research (3)

Answer:

WEEK 8: Exam Question

Question: Explain **one** way in which social media can be used to collect market research data.(3)

Answer:

WEEK 8: Exam Question review and improvement (Classwork)

Question: Explain **one** way in which social media can be used to collect market research data.(3)

Answer:

WEEK 9: Exam Question

Question: Explain **one** reason why a business could use a market map. (3)

Answer:

WEEK 9: Exam Question review and improvement (Classwork)

Question: Explain **one** reason why a business could use a market map. (3)

Answer:

WEEK 10: Exam Question

Question: Explain one reason why a differentiated product might benefit a business (3)

Answer:

WEEK 10: Exam Question review and improvement (Classwork)

Question: Explain one reason why a differentiated product might benefit a business (3)

Answer:

WEEK 11: Exam Question

Question: Explain one reason why a business owner might set an objective to break even (3)

Answer:

WEEK 11: Exam Question review and improvement (Classwork)

Question: Explain one reason why a business owner might set an objective to break even (3)

Answer:

WEEK 12: Exam Question

Question: a. Using the information below **calculate the total costs** for the business. You are advised to show your workings.
Number of units sold: 240
Fixed costs: £1 100
Variable costs per unit: 45 pence

b.The information below is about a small business for one month. The business sold 270 units this month.
Fixed costs: £2 100
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Answer:

WEEK 12: Exam Question review and improvement (Classwork)

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WEEK 13: Exam Question

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Fixed costs	£2 100
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Sales price (per unit)	£200

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b. Total Number of Bikes - 2000
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1 - Calculate the selling price per bike

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Answer:

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Answer: