

Business starter for 12

Name: _____

PART A

You will need to use a lot of real world examples in your Business A Level and therefore it is important to read, watch and listen to a variety of resources throughout the course.

Watch this TED talk: https://www.ted.com/talks/david_ator_why_are_there_still_so_many_jobs

List three things you learnt / interested you:

- 1.
- 2.
- 3.

Watch this Steve Jobs' talk (Steve Jobs was the founder of Apple):

<https://www.youtube.com/watch?v=VHWUCX6osgM>

List three things you learnt / interested you:

- 1.
- 2.
- 3.

PART B

This is your chance to show us your extended writing skills. The Business A Level exam has several long mark questions in each paper, you must be committed to developing your essay writing skills. Please write in as much detail as you can for the following two questions.

Choose a case study from this website: <http://www.startups.co.uk/young-entrepreneur-case-studies>

Case study chosen _____

Analyse why the product / service is successful.

Tip: Analyse means to identify a point and explain the impact of it. You can use quotations from the case study to support your points.

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Identify two skills that the entrepreneur has demonstrated in the case study and evaluate which one led to their success.

Tip: Evaluate means to discuss differing sides of an argument. You can use quotations from the case study to support your points.

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PART C

Data is used heavily in Business, here are some basics that you should know at all times.

Use the internet to find out the below statistics for the UK (the data will likely be from 2024 as we haven't finished 2025 yet)

<https://www.ons.gov.uk/economy>

Rate of Inflation (CPI) (%)	
Unemployment Rate (%)	
Interest Rates (%)	
GDP Growth (%)	

Evaluate if Businesses can be successful with the current state of UK economy. *Tip: you may wish to discuss more than just these pieces of data.*