

# A Level Business Induction

# Task 1: Research into the Following Terms

 Revenue

 Profit

 Salary

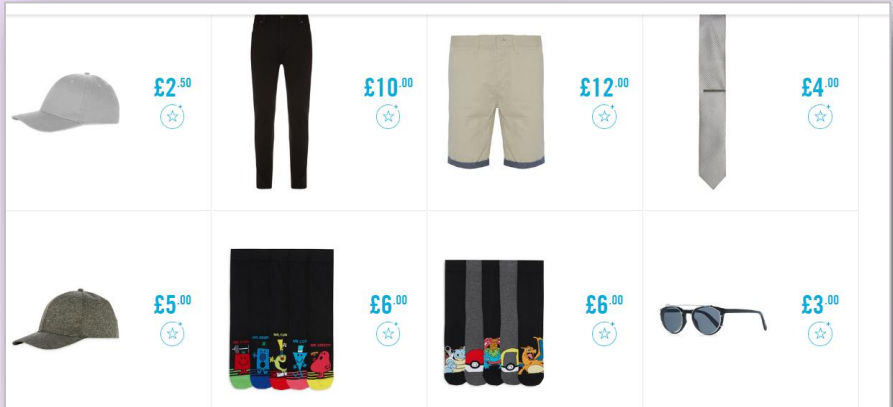
 Shortlisting

# How A Level Business is Assessed

Paper 1: Business 1	+	Paper 2: Business 2	+	Paper 3: Business 3
<b>What's assessed</b> All content above		<b>What's assessed</b> All content above		<b>What's assessed</b> All content above
<b>Assessed</b> <ul style="list-style-type: none"><li>• written exam: 2 hours</li><li>• 100 marks in total</li><li>• 33.3% of A-level</li></ul>		<b>Assessed</b> <ul style="list-style-type: none"><li>• written exam: 2 hours</li><li>• 100 marks in total</li><li>• 33.3% of A-level</li></ul>		<b>Assessed</b> <ul style="list-style-type: none"><li>• written exam: 2 hours</li><li>• 100 marks in total</li><li>• 33.3% of A-level</li></ul>
<b>Questions</b> Three compulsory sections: <ul style="list-style-type: none"><li>• Section A has 15 multiple choice questions (MCQs) worth 15 marks.</li><li>• Section B has short answer questions worth 35 marks.</li><li>• Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.</li></ul>		<b>Questions</b> Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.		<b>Questions</b> One compulsory case study followed by approximately six questions.

# Task 2

🌐 Research into Primark list the product portfolio, what does this say about a business?



# Task 3

🌐 You work for Primark in the marketing department. Come up with a new product idea for them to add to their current product portfolio. Possible ideas could include:

- 👕 Clothing
- 👜 Accessories
- 🏠 Homeware
- 🛏 Throws
- 🛏 Bedding
- 💄 Makeup

# Task 4

- 🌐 What consequences would the business have as a result of marketing your product? You may want to consider areas such as:
  - 🏦 Financial consequences
  - 🏢 Operational issues
  - 👤 Human resources
- 🌐 What evidence could you collate to support your hypothesis?

# Summer Task

Read through the following passage from a previous employee at Primark. Research into the possible consequences of both poor and positive motivation at Primark:

## Summer Task

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The following is a review from a previous employee at Primark (glass door Oct 2013)  
I worked at Primark part-time (More than a year)

### Pros:

- Other members of staff are friendly and will help you out.
- You have fixed hours each week so there is no rota in place for shop floor staff. Atleast you know what your regular hours are.
- If you work the weekdays, you will automatically get your bank holidays.

### Cons

- Terrible people management by those at the top who speak to supervisors and operatives like slaves. They dictate how the store should be run, yet have no idea how to practise what they preach.
- Lack of praise and progression within this business unless you get through the back door.
- The pay is minimum wage for shop floor staff and a few pennies more for supervisors.
- You get no discount, no bonus, ... Show More

### Advice to Management

Learn a few basic principles in good people management. Recognise the hard workers in your store and let them grow, not put them down!