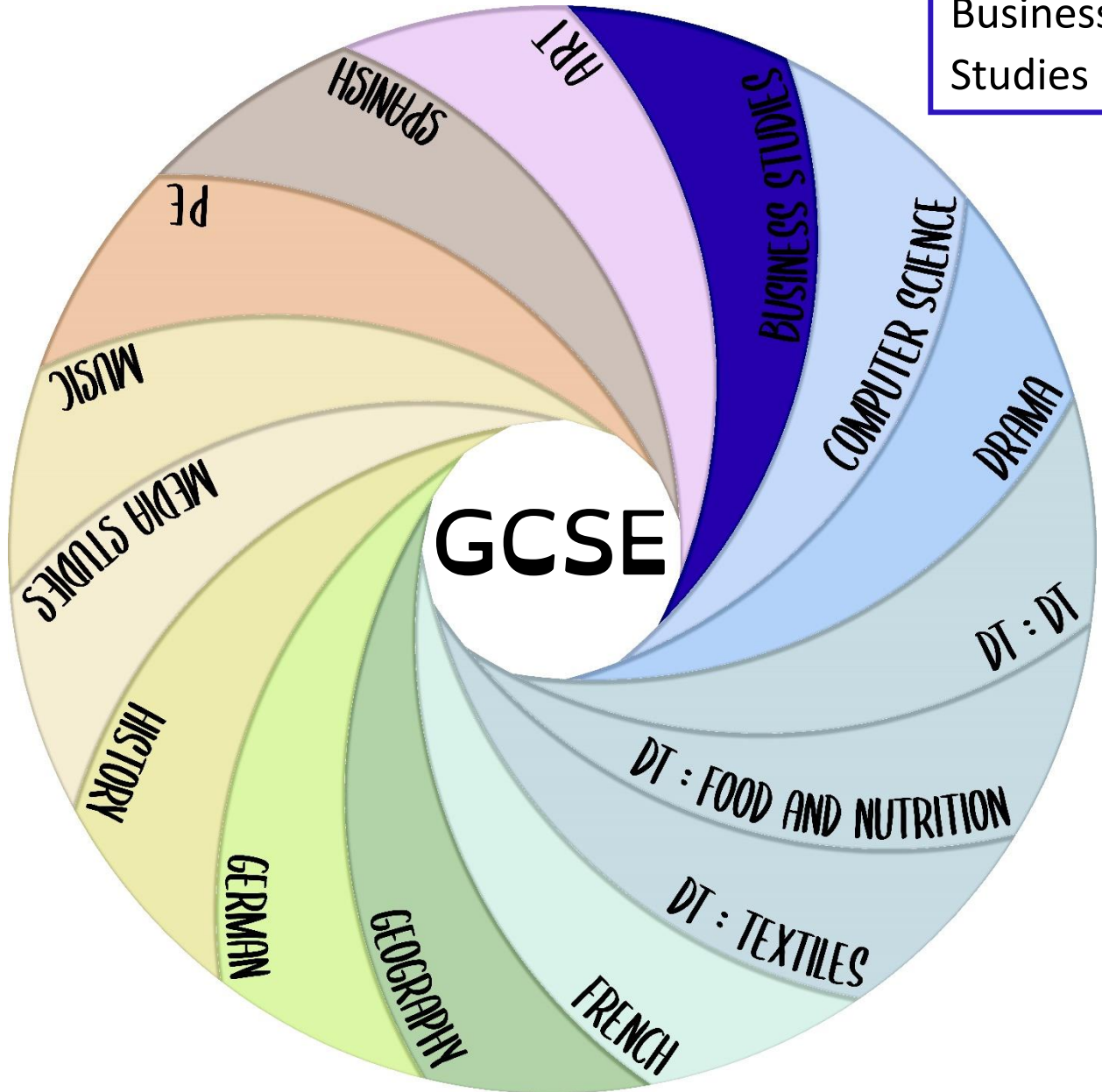


Name: _____

Tutor: _____

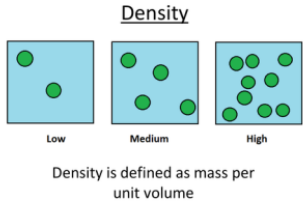
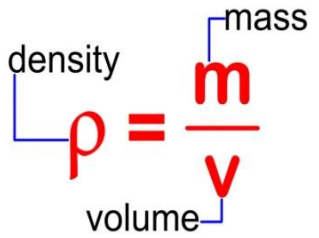
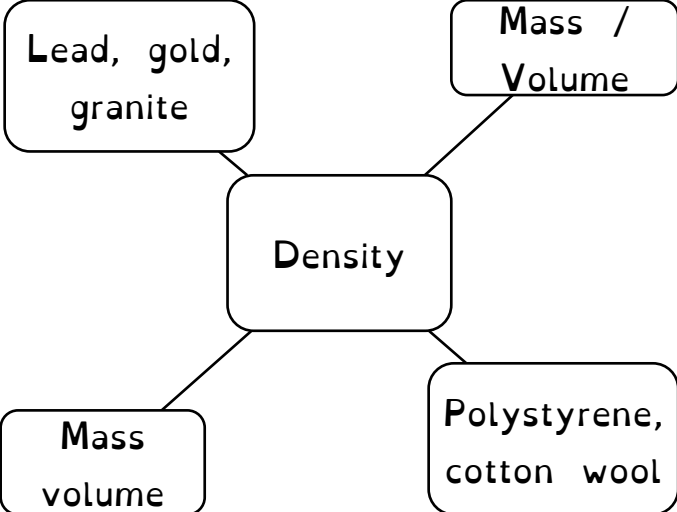

Tutor Group: _____

Business
Studies



VOCABULARY ACTIVITIES

"Density"

| Define | Draw | In a sentence | Symbol |
|---|---|---|---|
| Density - the mass of matter per unit volume |  <p>Density is defined as mass per unit volume</p> | Iron has a higher density than wood. |  |
| Antonyms | Synonyms | Etymology | Simile |
| Dispersion Lightness | Concentration Compactness Tightness | From the Latin word 'densus' meaning 'thick' or 'dense' | As dense as marble |
| Play: | Draw a Word Map | Gesture | |
| Ideas include: Pictionary Taboo Charades 20 questions |  |  | |

BUSINESS STUDIES

| Key Word | Definition |
|----------------------------------|---|
| Unit 1 | |
| Entrepreneur | A person who organises and manages any business, usually with considerable initiative and risk. |
| Entrepreneurship skills (list 4) | |
| Risk (in business) | |
| Reward (for enterprise) | |
| Private Sector | |
| Public Sector | |
| Third Sector | |
| Business Plan | |
| Incorporation (of a company) | |
| Unlimited Liability | |
| Limited Liability | |
| Sole Trader | |
| Partnership (in business) | |

BUSINESS STUDIES

| Key Word | Definition |
|-------------------------------|-------------------|
| Deed of Partnership | |
| Private Limited Company | |
| Shares (in a limited company) | |
| Shareholders | |
| Dividend (of a company) | |
| Annual General Meeting | |
| Articles of Association | |
| Memorandum of Association | |
| Public Limited Company | |
| Stock Market | |
| Audit | |
| Co-operative | |
| Charity | |
| Business Aims | |
| SMART Objectives | |

BUSINESS STUDIES

| Key Word | Definition |
|------------------------------------|------------|
| Break-Even | |
| Survival (as a business objective) | |
| Profit | |
| Growth (as a business objective) | |
| Market Share | |
| Short Term (in business) | |
| Long Term (in business) | |
| Stakeholders | |
| Employees | |
| Managers | |
| Unions | |
| Suppliers | |
| Lenders | |
| HMRC | |

BUSINESS STUDIES

| Key Word | Definition |
|------------------------------------|-------------------|
| Local Community (as a stakeholder) | |
| Customers | |
| Organic Growth | |
| External Growth | |
| Merger | |
| Takeover | |
| Horizontal Merger | |
| Vertical Merger | |
| Diversification | |
| Marketing | |
| Marketing Mix | |
| Customer Needs | |
| Market Research | |
| Secondary Research | |
| Primary Research | |

BUSINESS STUDIES

| Key Word | Definition |
|--|------------|
| Sampling (as a market research technique) | |
| Questionnaire (as a market research technique) | |
| Focus Group | |
| Interviews (as a market research technique) | |
| Test Marketing (Trialling) | |
| Market Segmentation | |
| Demographic basis (of segmentation) | |
| Psychographic basis (of segmentation) | |
| Product (as part of the Marketing Mix) | |
| Product Design (explain why marketers | |

BUSINESS STUDIES

| Key Word | Definition |
|---|------------|
| should be involved) | |
| Invention (as part of the New Product Development process) | |
| Innovation (as part of the New Product Development process) | |
| Product Life Cycle | |
| Introduction phase (of the product life cycle) | |
| Growth Phase (of the product life cycle) | |
| Maturity phase (of the product life cycle) | |
| Decline Phase (of the product life cycle) | |

BUSINESS STUDIES

| Key Word | Definition |
|--|------------|
| Promotion (as part of the Marketing Mix) | |
| Above the line promotion | |
| Below the line promotion | |
| Reach (in the context of advertising) | |
| Impact (in the context of advertising) | |
| Place (as part of the Marketing Mix) | |
| Physical distribution channels | |
| Digital Distribution channels | |
| Wholesaler | |
| Retailer | |
| Agent (Broker) (as part of a | |

BUSINESS STUDIES

| Key Word | Definition |
|--|------------|
| distribution channel) | |
| Pricing (as part of the Marketing Mix) | |
| Brand Positioning | |
| Skimming (as a pricing strategy) | |
| Cost Plus | |
| Loss Leader | |
| Penetration pricing | |
| Promotional pricing | |
| Human Resource Function | |
| Tall Pyramid organisational structure | |
| Flat Pyramid organisational structure | |
| Span of Control | |
| Chain of Command | |

BUSINESS STUDIES

| Key Word | Definition |
|--|------------|
| Delegation | |
| Subordinate | |
| Authority (in an organisational structure) | |
| Responsibility (in an organisational structure) | |
| Line of communication (in an organisational structure) | |
| Full-Time (contract of employment) | |
| Part-Time (contract of employment) | |
| Zero-hour contract | |
| Permanent Contract | |
| Temporary Contract | |

BUSINESS STUDIES

| Key Word | Definition |
|---|------------|
| Self-employed | |
| Working from home | |
| Mobile working | |
| Formal letter (in a business context e.g. Formal job offer) | |
| Email letter (in a business context) | |
| Text letter (in a business context) | |
| Recruitment | |
| Skills gap (for a business) | |
| Staff turnover (not the formula, just what it means) | |
| Internal recruitment | |
| External recruitment | |

BUSINESS STUDIES

| Key Word | Definition |
|------------------------------|------------|
| Job Description | |
| Person Specification | |
| CV | |
| Application Form | |
| Shortlisting | |
| Interview (in recruitment) | |
| Selection tests | |
| References (in recruitment) | |
| Maslow's hierarchy of needs | |
| Herzberg's two factor theory | |
| Wage | |
| Salary | |
| Bonus | |
| Profit Sharing | |

BUSINESS STUDIES

| Key Word | Definition |
|---|------------|
| Fringe Benefits | |
| Working Environment | |
| Praise (as a method of motivation) | |
| Employee retention | |
| Training | |
| Induction training | |
| On-the-job training | |
| Off-the-job training | |
| Staff Development (make sure your definition is not just training) | |
| Minimum Wage | |
| Working Time Regulations | |
| Health and Safety at Work Act | |

BUSINESS STUDIES

| Key Word | Definition |
|---|------------|
| Equality Act | |
| Protected Characteristics (in the Equality Act) | |

Unit 2

| | |
|-------------------|--|
| Job production | |
| Batch Production | |
| Flow Production | |
| Automation | |
| Computerisation | |
| Robotics | |
| CAD/CAM | |
| Quality (as | |
| Quality Control | |
| Quality Assurance | |
| Kaizen | |

BUSINESS STUDIES

| Key Word | Definition |
|------------------------------------|------------|
| Total Quality Management | |
| e-Commerce | |
| Face-to-face (personal selling) | |
| Telesales | |
| Customer service | |
| Touchpoints | |
| After-sales service | |
| Product knowledge | |
| Consumer Rights Act | |
| ...satisfactory quality | |
| ...as described | |
| ...fit for purpose | |
| ...with reasonable skills and care | |

BUSINESS STUDIES

| Key Word | Definition |
|--|------------|
| Location factors | |
| Procurement (Purchasing) | |
| Logistics | |
| Supply chain | |
| Global supply chain | |
| Financial Accounting (Reporting) | |
| Management Accounting | |
| Finance | |
| Loan | |
| Overdraft | |
| Trade credit | |
| Retained profit | |
| Sale of assets | |
| Owners' capital | |
| Share issue | |

BUSINESS STUDIES

| Key Word | Definition |
|-------------------------|------------|
| Rights issue | |
| IPO | |
| Crowdfunding | |
| Revenue | |
| Fixed costs | |
| Variable Costs | |
| Contribution | |
| Total Costs | |
| Gross Profit | |
| Net Profit | |
| Ratio analysis | |
| Gross Profit Margin* | |
| Net Profit Margin* | |
| Average Rate of Return* | |
| Break-Even Point* | |

BUSINESS STUDIES

| Key Word | Definition |
|--------------------------------|------------|
| Margin of Safety | |
| Cash | |
| Cash flow | |
| Cash Flow Forecast | |
| Opening balance | |
| Closing Balance | |
| Net inflow/outflow | |
| Business Ethics | |
| Ethical sourcing | |
| (Environmental) Sustainability | |
| Exploiting customers | |
| Exploiting suppliers | |
| Exploiting workers | |
| Economic Climate | |
| Consumer Incomes | |

BUSINESS STUDIES

| Key Word | Definition |
|----------------------------|------------|
| Interest Rates | |
| Exchange Rate | |
| Unemployment Rate | |
| Globalisation | |
| Multinational corporations | |
| Single market | |

