

## DISCRETIONARY TASKS – BUSINESS

Please find below additional distance learning tasks. These are optional extension tasks if students have completed work set on ShowMyHomework.

### Years 9 & 10

It is fair to say that the current COVID-19 situation is generating a huge amount of business based news and discussion. Looking at this will help bring your studies to life and enable you to make links to the real world and develop your understanding.

For Business your task is to look at the business news and make a log of the stories you read. I suggest it looks like this:

Date:	Source	Which Business is the story about?	Brief Summary of the News Story
23/04/20	Retail Sector Magazine The Guardian BBC Website	Cath Kidston	The business has closed and all stores shut. 900 staff will lose their jobs. The reasons for this are as follows: <ul style="list-style-type: none"><li>• COVID-19 Outbreak meant shoppers no longer visiting stores</li><li>• The brand was consider 'quality' but product quality began to fall</li><li>• Failed to offer the 'value' consumers are looking for these days.</li><li>• The product range has not been updated to meet consumer taste.</li><li>• Increase in High Street Rents and Rates have increased costs.</li></ul>

In terms of sources, the BBC website business section is always a good starting point and you can go from there. <https://www.bbc.co.uk/news/business>

For those of you wanting to take things even further you could track the following Economic Data and add it to your log. These are things that will massively effect UK businesses.

- Current FTSE100 level + big fallers and risers on the day
- Current Bank of England Base Rate (This is changes on a monthly basis)
- Current level of Unemployment in the UK



## Year 12

1. Go through the specification and for 10 different areas of the specification, try and link an up to date business example to it. This will not be relevant for all areas e.g. 3.1.1 why a business exists. This task will help you develop your skills of application by relating business theory to the real business world. This task will also help with revision. One example has been completed for you.

3.3.4 Product extension strategy	Nestle	Pink Kit Kat – extension strategy – Swiss experts spent 10 years formulating naturally coloured cocoa; fruity taste/no added colours of flavourings <i>KitKat</i> is the first brand in the UK to manufacture chocolate bars using the unique ruby cocoa beans ; shows it is a lengthy process to develop new products
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The information you find, just needs to be brief - 2/3 sentences, just enough that you can relate the business theory to real events. Add a separate line in the table for each piece of evidence that you find.

2. It is clearly a very volatile time in the world of business. You can keep up-to-date with what is happening by listening to Wake up to Money Podcasts each day.  
<https://www.bbc.co.uk/programmes/b0070lr5/episodes/downloads>
3. Keep a log of how the economy is being managed in the UK. Think about the following questions and make a log of the answers:

What has happened to interest rates over the last few months? What effect will this have on businesses?

What does the term 'furlough' mean? How does this help businesses today?  
Has the Government introduced any tax incentives to keep businesses afloat during these difficult times?

Which businesses are winners and which are losers in these turbulent times?

4. Make revision cards or mind maps of the Y12 models/theories included in your models booklet that you have in your folder. This will help you really get ahead with your revision for next year and enable you to make an easy transition from Y12 into Y13. Y13 involves a great deal of integration of topic areas and therefore having a secure knowledge of the Y12 content will help you with this.

