

# A Level Business Summer Task



It is up to you how you present this work – but marks will be given for presentation.

You will need to submit:

Either an electronic version of your documents or a printed copy.

## ACTIVITY 1: Decision making to improve marketing performance

Marketing will be the Unit of work that we will start in September. The aim of this mini project is for you to think about how products are marketed and to create your own marketing mix.

- 1) Define the term marketing mix. Describe the purpose of the marketing mix.
- 2) Describe the purpose of a marketing campaign.
- 3) Identify what a marketing campaign is likely to contain.
- 4) Define the term target audience.
- 5) Define the term promotions mix. Give examples of advertising media and sales promotion.
- 6) Design a new product for Red Bull. You must include the following:



Identify the target audience for your new product

### PRODUCT

- a. Describe the special features your product has.
- b. Name of your product
- c. Analyse the differences between your product and the others on the market (consider your competition)

### PRICE

- a. How much are you charging for your product?
- b. Explain the reasons for charging this price? (Think about your target audience)
- c. How much are your competitors charging for a similar product?
- d. Discuss the impact this has had on your pricing decision.

### PLACE

- a. Explain how you are going to distribute your products to your customers?
- b. Identify the places you would like to sell your product. Justify your decision. (Consider your target market)

### PROMOTION

- a. Describe how you are going to promote your product.
- b. Justify the method(s) of promotion you have chosen
- c. Are you going to use any special offers to introduce your product into the market? E.g. 2 for 1. Justify your decision

**TIMING** - When will your marketing campaign start/finish? What needs to be included in your planning (creation of the magazine advert for example?). Create a timescale for your marketing campaign. How long might each task take?

### Sources of Information

- List the websites/sources of information that you use. Example:
  - **Resource used:** [bbc.co.uk/businessnews](http://bbc.co.uk/businessnews)
  - **Information gained/gathered:** Information on recent inflation and interest rates.

## **ACTIVITY 2:** Decision making to improve human resource performance

Recruitment & Selection is one of the units that you will study in Y12.

1. What is meant by the term recruitment and Selection?
2. What is the difference between internal and external recruitment?
3. Identify 5 reasons why a business might need to recruit workers.
4. Investigate the recruitment and selection process carried out by Tesco and Morrisons:
  - a. What is their process for recruiting new staff?
  - b. How does Tesco use technology in their recruitment process?
  - c. How and where do they advertise their available jobs?
  - d. What is their process for interviews? What sort of questions do they ask? What else happens at the interview apart from asking questions?
  - e. Anything else you find that you think is relevant to their recruitment and selection process.

**You should include all of the websites/sources of information you have used**

*You should present Activity 2 on either a Word or PowerPoint document*

# Additional Reading/Supporting Resources

## Useful Websites:

<https://www.bbc.co.uk/bitesize/examspecs/zv8gvk7> (Marketing and Recruitment topics – BBC bitesize)  
<https://businesscasestudies.co.uk/> (Marketing. Can search for a specific business.)  
[www.tutor2u.net](http://www.tutor2u.net)  
[www.bbc.co.uk/businessnews](http://www.bbc.co.uk/businessnews) (links to latest business news)  
<https://www.twoteachers.co.uk/> (resources/videos for business key terms)

## Recommended Reading:

- You should be reading newspapers on a regular basis throughout the year to ensure you are up to dates on business related events (The Independent, The Times, The Guardian)
- Watch the news on a daily basis (e.g. BBC News)
- Watch relevant current affairs programmes - Question Time, The Money programme, Newsnight, Dispatches, Dragons Den and The Apprentice

Keep a log of the reading/watching that you do. In the log include the date, what resource was used, briefly identify what information you gained.

## Example of recommended reading log:

**Date:** 5<sup>th</sup> July 2023

**Resource used:** [bbc.co.uk/businessnews](http://bbc.co.uk/businessnews)

**Information gained/gathered:** Information on recent inflation and interest rates.

## AQA Exam Boards website:

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/specification-updates>

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## Equipment required for August

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- Calculator
- Planner or diary
- Manilla Folder to organise notes and work
- Stationary - coloured pen - red, blue, black
- Pencils, highlighters, ruler