

Cycle 1 Homework

Septemeber 2020

Subject: Enterprise & Marketing



This cycle you are learning: RO64 – Enterprise & Marketing Concepts

Year 10

Week of cycle	
1	Products and services
2	Market Segmentation
3	Primary & Secondary Research
4	Costs
5	Break Even
6	Profit & Loss
7	Product Lifecycle
8	Assessment
9	Planning your work

Expectations

Rationale for home work this term:

- To consolidate in class learning
- To secure your knowledge of key topics
- To practice skills related to your assessment

- Complete 1 homework task per week.
- Your homework will be peer marked and marked online.
- It must be completed by the due date or you will receive an automatic 60-minute detention.

Name _____

Teacher _____

Week 1 – Products & Services

Due: Week 2, lesson 3, date: _____

Success criteria:

- TU the difference between products and services.

Assessment method:

- Peer Assessment.

Task:

Label each box as either products or services:

Drinks and snacks sold in reception from a vending machine.

Lessons and classes for each of the different range of sports activities that customers can pay for.

Use of the leisure centre for functions, such as weddings or birthday parties.

Food sold in the canteen area for customers to buy.

Providing a crèche for parents to use whilst they are taking part in leisure activities.

Tennis balls and other equipment for sale in the reception area.

Week 2 – Marketing

Due: Week 3, lesson 3, date: _____

Success criteria:

- TBAT answer all knowledge-based questions.
- TBAT answer revision knowledge-based questions.

Assessment method:

- Online quiz.

Task:

The screenshot shows a quiz interface with the following elements:

- Header:** DODDLE logo on the left, '2.2.1 Marketing mini quiz' and 'Learning objectives' on the right.
- Section:** 'KS4 Business Studies'.
- Content:** 'This quiz will cover...' followed by a list of topics:
 - The role of the Marketing department
 - Different types of market research
 - Global marketing
 - Market segmentation
- Info:** '25 marks available' in a red circle.
- Warning:** A clock icon with a slash and the text 'this quiz is NOT timed'.
- Warning:** A yellow warning triangle icon and the text '1 attempt at each question'.
- Instruction:** 'Press "Next" to begin.'
- Footer:** 'Photo: © Seven Springs. Reproduced under the Creative Commons License, which can be read at <http://creativecommons.org/licenses/by/2.0/>' and a 'next >' button.

Score:

Week 3 – Primary & Secondary Research

Due: Week 4, lesson 3, date: _____

Success criteria:

- TU the difference between primary and secondary research
- TU the advantages and disadvantages of using primary and secondary research.

Assessment method:

- Peer Assessment

Primary Research Definition:

Advantages and Disadvantages:

Secondary Research Definition:

Advantages and Disadvantages:

Week 4 – Costs

Due: Week 5, lesson 3, date: _____

Success criteria:

- TBAT answer all knowledge-based questions.
- TBAT answer revision knowledge-based questions.

Assessment method:

- Online quiz.

The screenshot shows a quiz interface with the following elements:

- Header:** DODDLE logo on the left, '4.3 Covering costs mini quiz' on the right, and 'Learning objectives' in a small box.
- Section:** 'KS4 Business Studies'.
- Content:** 'This quiz will cover...' followed by three bullet points:
 - The costs involved in setting up a new business or service
 - The importance of accurate cost estimations
 - How ICT can reduce business costs
- Callouts:** Three callout boxes: '25 marks available', 'this quiz is NOT timed' (with a clock icon), and '1 attempt at each question' (with a warning icon).
- Text:** 'Press "Next" to begin.'
- Footer:** 'next >' button.

Score:

Week 5 – Break Even

Due: Week 6, lesson 3, date: _____

Success criteria:

- TBAT answer all knowledge-based questions.
- TBAT answer revision knowledge-based questions.

Assessment method:

- Online quiz.

The screenshot shows a quiz interface with the following elements:

- Header:** DODDLE logo on the left, 'Break-even mini quiz' on the right, and 'Learning objectives' in a small box.
- Section:** 'KS4 Business'.
- Content:** 'This quiz will cover...' followed by three bullet points:
 - the break-even point
 - how to calculate the break-even point
 - how businesses use break-even analysis.
- Callouts:** Three callout boxes: '25 marks available', 'this quiz is NOT timed' (with a clock icon), and '1 attempt at each question' (with a warning icon).
- Text:** 'Press next to begin.'
- Footer:** 'Print' and 'next >' buttons.

Score:

Week 6 – Profit & Loss

Due: Week 7, lesson 3, date: _____

Success criteria:

- TBAT answer all knowledge-based questions.
- TBAT answer revision knowledge-based questions.

Assessment method:

- Online quiz.

The screenshot shows a quiz interface with the following elements:

- Header:** DODDLE logo on the left, '5.4 Profit and loss mini quiz' and 'Learning objectives' on the right.
- Section:** 'KS4 Business Studies'.
- Content:** 'This quiz will cover...' followed by two bullet points: 'Profit and loss accounts' and 'The tax year'.
- Quiz Details:** '25 marks available' (in a red circle), 'this quiz is NOT timed' (with a clock icon and a red slash), and '1 attempt at each question' (with a warning icon).
- Instructions:** 'Press "Next" to begin.'
- Navigation:** A 'next >' button at the bottom right.

Score:

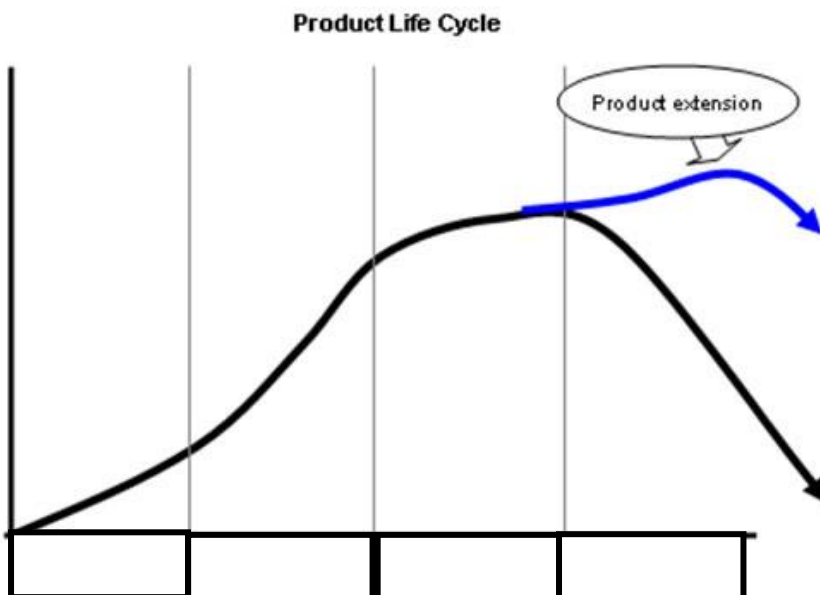
Week 7 – Product Lifecycle

Due: Week 7, lesson 3, date: _____

Success criteria:

- TU the different stages of the product lifecycle
- Peer Assessment

Task: Label the graph below to add the different stages of the product lifecycle and add an explanation of product extension.



What does product extension mean?

Week 8 – Revision for the assessment

Due: Week 8, lesson 3, date: _____

Success criteria:

- TBAT to revise the content of the RO64 unit that has been covered so far.

Assessment method:

- Peer Assessment

Task: Make a mind map or revision notes to help you revise the content of this unit you have covered so far.