

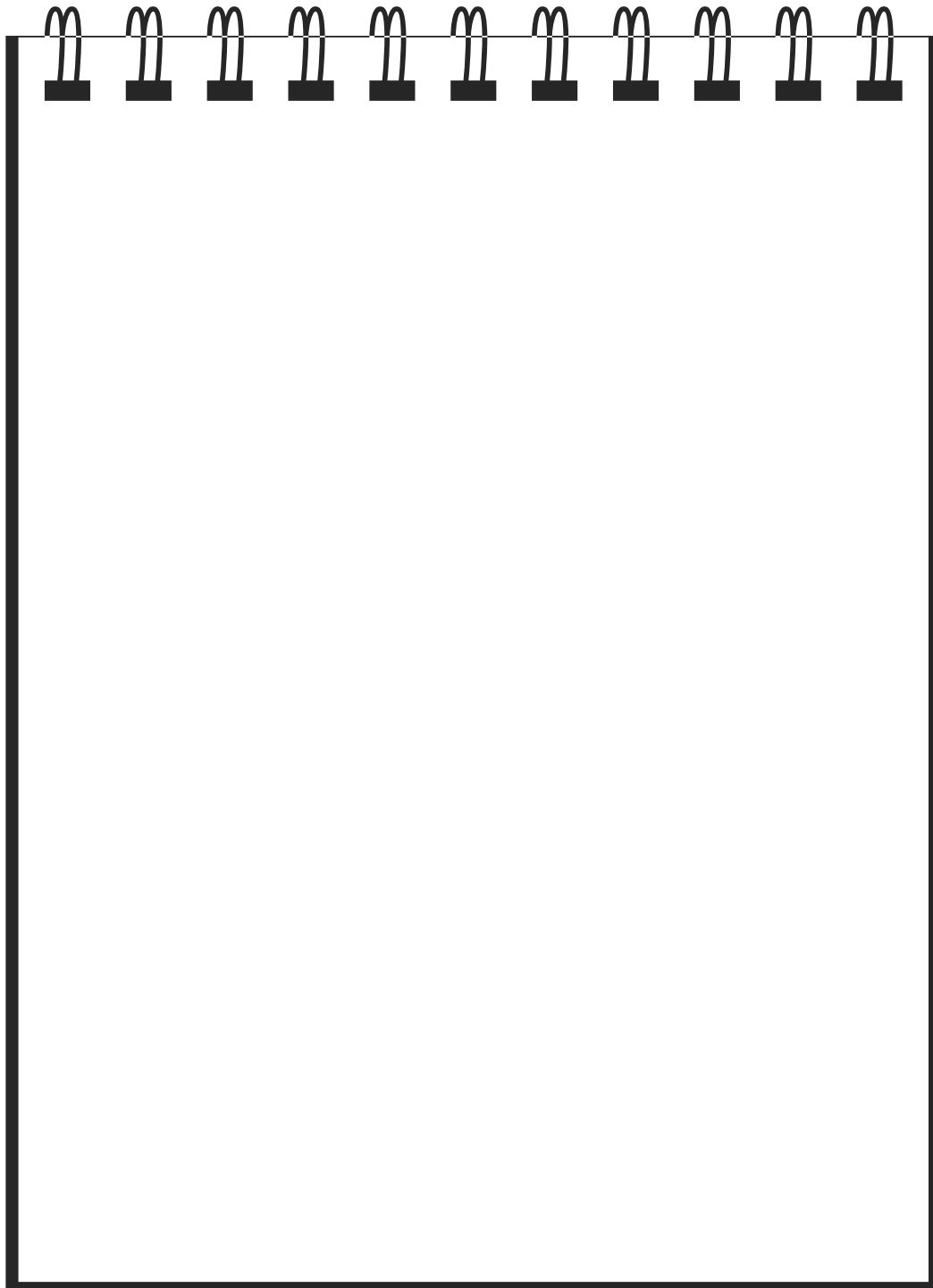
# GCSE Business Summer Homework

## Year 10 into Year 11

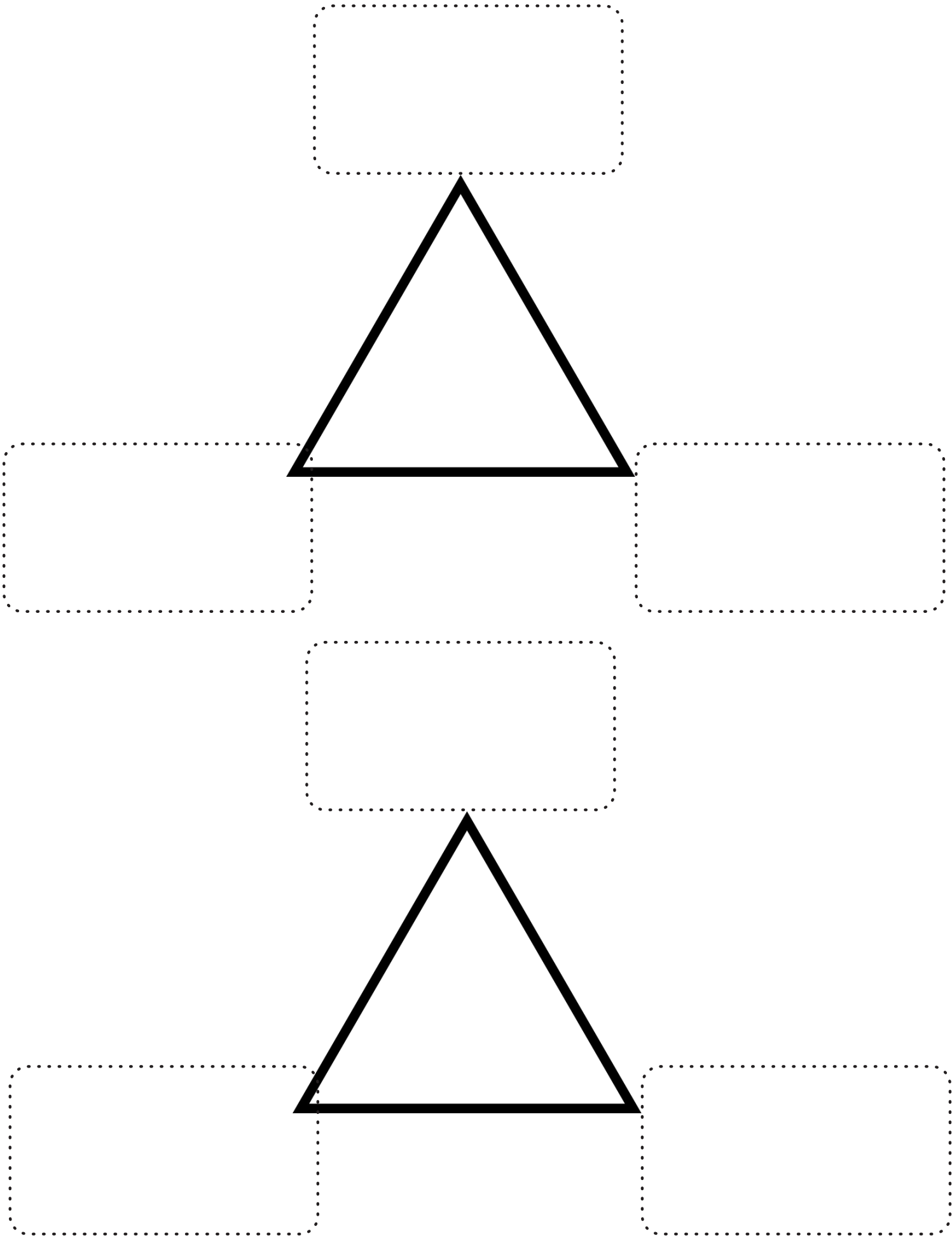
Name\_\_\_\_\_

This work will be preparation for the content you will be studying at the start of year 11.

Task 1 - research the Design mix - topic 2.2.1 Product - make your notes below



Complete the following design mix diagram for a product a car (you decide on the make )  
and a chocolate bar (you decide on the brand)



Choose 2 of the following businesses and describe what promotional methods they use AND why you think they use them.

1. Pandora
2. Tesco
3. Ford
4. A local hairdressers



## Exam Question Revision of 2.1

Which **one** of the following is an example of an internal source of finance?

Select **one** answer.

- A. Loan capital
  - B. Selling assets
  - C. Share capital
  - D. Stock market flotation
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Explain **one** drawback to a business if a tariff is placed on the raw materials it imports. 3 marks

Explain **one** benefit to a business from exporting its products. 3 marks

Explain **one** benefit to a business of using loan capital as a source of finance. 3 marks

Discuss the impact on a business from new tariffs being introduced by countries it exports to. 6 marks

(6)