

# Plan 1

## (Business VCERT)

| Week   | Revision plan for half term  | Homework  | Resources   |
|--|--|---|---|
| 1<br>(13 <sup>th</sup><br>February<br>to 17 <sup>th</sup><br>February) | <p>Go over the topic lists and rate your confidence out of 3.</p> <p>Identify 3 areas you need to improve and complete flash cards/Seneca for these areas.</p> | <p>Read through the 6 marker answer and improve it with your own knowledge and analysis skills.</p> | <p><a href="https://app.senecalearning.com/classroom/course/154d6ec0-32ac-11e8-84d9-f7b314e82c3a">https://app.senecalearning.com/classroom/course/154d6ec0-32ac-11e8-84d9-f7b314e82c3a</a></p> <p><a href="https://www.twoteachers.co.uk/freebusinessstudiesresources">https://www.twoteachers.co.uk/freebusinessstudiesresources</a></p> <p><a href="https://www.youtube.com/watch?v=KA_xlFX1Nj0&amp;list=PLp8BSCLLWBUCYeHDKb2N2MVDar54Qparx">https://www.youtube.com/watch?v=KA_xlFX1Nj0&amp;list=PLp8BSCLLWBUCYeHDKb2N2MVDar54Qparx</a></p> <p><a href="https://www.youtube.com/watch?v=zizZ5mBoeHg&amp;list=PLp8BSCLLWBUCYeHDKb2N2MVDar54Qparx&amp;index=3">https://www.youtube.com/watch?v=zizZ5mBoeHg&amp;list=PLp8BSCLLWBUCYeHDKb2N2MVDar54Qparx&amp;index=3</a></p> |

| Topic                                      | Unit  | Rating 1-3 | Revised |
|--|-------|------------|---------|
| Definition of an Entrepreneur              | 1.1.1 |            |         |
| Entrepreneurial motivators                 | 1.1.2 |            |         |
| Entrepreneurial Characteristics            | 1.1.2 |            |         |
| Business Non-financial Aims and Objectives | 1.2.2 |            |         |
| Financial Aims and Objectives              | 1.2.1 |            |         |
| Legal structures of a business             | 1.3.1 |            |         |
| Organisational Structures                  | 1.3.2 |            |         |
| Delaying                                   | 1.3.3 |            |         |
| Internal Stakeholders                      | 1.4.1 |            |         |
| External Stakeholders                      | 1.4.2 |            |         |
| Stakeholder engagement                     | 1.4.3 |            |         |
| Marketing mix                              | 2.1   |            |         |
| Product types                              | 2.1.1 |            |         |
| Product life cycle                         | 2.1.2 |            |         |
| Product life cycle extension strategies    | 2.1.2 |            |         |
| Product development                        | 2.1.2 |            |         |
| Boston Matrix                              | 2.1.3 |            |         |
| Place                                      | 2.1.4 |            |         |
| Price                                      | 2.1.5 |            |         |
| Promotion                                  | 2.1.6 |            |         |
| Data types (Quantitative and Qualitative)  | 2.2.1 |            |         |
| Primary research                           | 2.2.2 |            |         |
| Secondary research                         | 2.2.3 |            |         |
| Market Types                               | 2.2.4 |            |         |
| Orientation types                          | 2.2.5 |            |         |

Question:

Tanveer uses two methods to measure customer service:

*Method 1: Customer satisfaction score cards. These are handed out to all wedding guests as they leave at the end of the wedding. These cards ask guests to provide a satisfaction score out of 10 on the wedding as a whole.*

*Method 2: Customer surveys. These are completed by the wedding couple and contain a mixture of closed and open-ending questions.*

*Which one of these two methods will provide Tanveer with a more accurate view of his customer service levels?*

**Benefit of method 1:** Method one will get more responses from a variety of people with different characteristics.

**Benefit of method 2:** This method uses qualitative research, which means there will be more detailed responses.

**Chosen Method:** Method 2.

**Justification:** Method two is better for Tanveer as he will gain more detailed responses, this means that he will gain more insight into what went well and what needs to be improved.

Current answer grade: 3/6

Mark scheme break down:

AO1 = 2 (for correctly identifying a benefit of each method)

AO2 = 2 (for explaining each benefit)

AO3 = 2 (for analysis, what would this lead to? What is the impact?)