



Pearson
Edexcel

GCSE (9-1)

Theme 1.1.3 Retrieval Resource
Business
The role of business enterprise



© artwork: Mark Bolitho | Origami photography Pearson Education Ltd/Naki Kouyioumtzis



Retrieval Quiz - 1.1.3: The role of business enterprise

Questions:

1. Businesses produce goods and services. From the products below, circle 5 'goods'.

Train journey	Mobile phone	Haircut	Pair of trainers	New T-shirt
Internet access	Skateboard	Restaurant meal	Music streaming service	Bottle of shampoo

2. Identify the 5 methods that businesses can use to 'add value':

.....

.....

.....

.....

.....

3. Give **one** risk that an entrepreneur takes when starting a new business.

.....

4. Give **two** examples of resources that entrepreneurs organise.

.....

.....

5. Give **two** ways that a business might meet customer needs.

.....

.....



Answers:

1. Businesses produce goods and services. From the products below, circle 5 'goods'.

Train journey	Mobile phone	Haircut	Pair of trainers	New T-shirt
Internet access	Skateboard	Restaurant meal	Music streaming service	Bottle of shampoo

2. Identify the 5 methods that businesses can use to 'add value':

- Convenience
- Branding
- Unique Selling Point
- Quality
- Design

3. Give **one** risk that an entrepreneur takes when starting a new business.

Examples include:

- Financial risks - loss of personal assets, bankruptcy
- Competitive risks – threat of competitors

4. Give **two** examples of resources that entrepreneurs organise.

Examples include:

- Financial resources
- Human resources – employees
- Stock and equipment

5. Give **two** ways that a business might meet customer needs.

Examples include:

- Developing goods/services that customers want
- Convenience – e.g. opening hours that suit customers
- Convenience - delivery