

Business A Level Preparation Summer Work 2023

Task 1: Start accessing and reading content on <https://www.bbc.co.uk/news/business> daily.

Task 2: Research and write answers to the following questions.

1. What are the characteristics of markets?
2. What is the difference between a company being product orientated and market orientated?
3. What factors lead to a change in demand?
4. What factors lead to a change in supply?
5. What is the price elasticity of demand and why is it important to firms?
6. Describe the various types of branding and promotion.
7. What pricing strategies can firms adopt?
8. What is the product life cycle?
9. Should staff be viewed as an asset or cost?
10. How can a firm motivate its staff?
11. What is the role of an entrepreneur?
12. What are business objectives?
13. Why would a company be floated on the stock exchange?
14. What are the difficulties of developing from an entrepreneur to a leader?

Task 3: Watch this video <https://www.youtube.com/watch?v=IBuVp9BbbwQ>

What are the most effective techniques for negotiating with a dragon?