

# Business Summer Work

## Task 1:

Please complete [this quiz](#) which is a numeracy baseline test.

Business has a 10% maths element to it therefore a basic understanding of maths is vital to pass the final exams. Nothing here is above foundation level Maths so you can all access every question. Calculators are allowed. Please email me at [l.albutt@alcestergs.com](mailto:l.albutt@alcestergs.com) if you can not access it or you have any other questions/issues with the quiz.

## Task 2:

Please read [this article](#) and answer the questions below. If you can not view the article, please email me at the above email address and I will get it to you via a different method.

Please bring these answers to your first lesson of Business in September. You may type or handwrite the answers.

### **Section A: Business Understanding (20 minutes). Answer the following questions using the case study.**

1. Explain how the Alexander family showed entrepreneurial behaviour after the film crew first used their land.
2. What is diversification? How did the Alexander family diversify their business after the release of *The Lord of the Rings*?
3. Define *revenue stream*. Identify and explain three different revenue streams the Hobbiton Movie Set business now benefits from.
4. Give two examples from the article that show the scale and complexity of operations involved in creating the film set
5. How does Hobbiton demonstrate the use of *branding* to attract tourists and fans?

### **Section B: Applying Business Concepts (25 minutes). Use the case study, your own knowledge and brief research to answer the following.**

6. Explain what is meant by a *product life cycle*. How has the Hobbiton tourist attraction helped extend the product life cycle of the Lord of the Rings and The Hobbit film franchises?
7. Identify three stakeholders involved in the Hobbiton business. What might each stakeholder want from the business?
8. Suggest two potential costs or risks the Alexander family faced when turning part of their farm into a permanent tourist attraction.
9. What kind of legal agreements or ethical considerations might arise when a private landowner works with a large film studio? Why might these be important?
10. How does the Hobbiton case study show the impact of globalisation and international tourism on small businesses?

### **Section C: Research & Opinion (15 minutes). Choose ONE of the following and write a short response (around 200 words).**

11. Research Task - Research another real-life film or TV location. How has the site been used to generate income after filming?
12. Ethical Business - Do you think it's fair for fans to pay high prices to visit sets like Hobbiton or Harry Potter studios? Should businesses consider affordability, or are high prices justified by demand?