

A Level Business Studies Summer Work



Your Summer Work for A Level Business Studies builds on the Taster Day session, with a focus on real business application to Red Bull. This Summer Work is designed to give you an insight into A Level Business Studies and to prepare you for the first areas of theory that you will learn about in September. Your work should be written as a report, so you will need to write a few paragraphs for each question.

There are 5 questions set below. Questions 1, 2 and 3 prepare you for Topic 1 What is business? Questions 4 and 5 prepare you for Topic 2 Managers, Leadership and Decision Making. For each question, you will need to...

- Firstly you will research an area of theory (**AO1 Knowledge/Content**). What is all about?
- Then you will link the theory to two businesses – one large (This business has to be Red Bull) and one small local business of your choice (i.e. a local café, hairdressers, shop or even better, a business your family or friends have direct links to) (**AO2 Application**).
- Then you will explain how the theory impacts on the businesses, pros and cons for the business, etc. (**AO3 Analysis**).

Question 1:

What are business Mission Statements, Aims and Objectives? What are they for your two businesses? Why do businesses have them?

Question 2:

What are the differences between Sole Traders, Partnerships, LTDs and PLCs? Which one is each of your businesses? What are the pros and cons of each of these types of Business Ownership?

Question 3:

Research what the following External Factors are: Interest Rates, Demographics, Environmental Issues and Market Conditions. How do these impact both businesses? Explain what might happen to these areas in the future.

Question 4:

Research the difference between Management and Leadership. How is Management and Leadership linked to your two businesses? Research and explain the pros and cons of different Leadership styles (Autocratic, Democratic, Laissez-Faire).

Question 5:

What is the Blake Mouton Grid? How can this be linked to your two businesses? Explain when and why each Management style might be effective.