Year 12 Business A Level

Summer Activity Pack

1. TED Talks
2. Books to Read
3. Articles and Websites
4. London Visits
5. Summer Business Challenge
6. 1.2 The Market : Revision Pack
7. Practice Exam Paper

ENJOY !!!

T.OGBE
July 2026

Summer Activity Pack for a Year 12 Edexcel A-Level Business Student

This pack is designed to build commercial awareness, strengthen business knowledge and prepare students for Year 13 topics and examinations.

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1. TED Talks to Watch

1. Simon Sinek – *How Great Leaders Inspire Action*

Link: TED.com

Why watch?

- Connects directly to branding and marketing.
- Explains why some businesses create stronger customer loyalty.
- Useful for understanding competitive advantage and business strategy.

Task: Identify three businesses that successfully communicate their "why".

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2. Bill Gross – *The Single Biggest Reason Why Startups Succeed*

Link: TED.com

Why watch?

- Explores factors behind business success.
- Relevant to entrepreneurship and business growth.

Task: Rank the factors that Gross discusses and justify your ranking.

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3. Margaret Heffernan – *Dare to Disagree*

Link: TED.com

Why watch?

- Links to organisational culture and decision-making.
- Shows how businesses can avoid groupthink.

Task: Research one business failure caused by poor decision-making.

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4. Rory Sutherland – *Life Lessons from an Ad Man*

Link: TED.com

Why watch?

- Excellent insight into consumer behaviour and marketing.
- Relevant for Theme 1 and Theme 3.

Task: Explain how psychology influences purchasing decisions.

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5. Tim Harford – *Trial, Error and the God Complex*

Why watch?

- Explores innovation and risk-taking.
- Relevant to business growth and change management.

Task: Find a business that succeeded after changing its strategy.

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6. Linda Hill – *How to Manage for Collective Creativity*

Why watch?

- Strong link to leadership and innovation.
- Useful for Theme 2 and Theme 3.

Task: Compare Google's and Apple's approaches to innovation.

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2. Books to Read

Beginner Friendly

The Undercover Economist – Tim Harford

Why it helps:

- Explains business concepts using real-world examples.
- Good preparation for economics and business.

Shoe Dog – Phil Knight

Why it helps:

- The story of Nike's growth.
- Covers entrepreneurship, finance, marketing and international expansion.

Business Links:

- Risk-taking
- Growth strategies
- Globalisation

How I Built This – Guy Raz

Why it helps:

- Stories from entrepreneurs behind major brands.
- Excellent real-world case studies.

The Everything Store – Brad Stone

Why it helps:

- Amazon's growth story.
- Useful for understanding e-commerce, economies of scale and market power.

No Rules Rules – Reed Hastings and Erin Meyer

Why it helps:

- Explains Netflix's culture and management style.
- Relevant to leadership and organisational culture.

Challenge Read

Good to Great – Jim Collins

Why it helps:

- Strategic analysis of business success.
- Strong Year 13 application material.

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3. Articles and Websites

Weekly Reading

BBC Business

https://www.bbc.co.uk/news/business

Focus on:

- Inflation
- Interest rates
- Labour markets
- Major business stories

Financial Times (FT Schools Programme)

https://schools.ft.com

Many schools can access FT free through the FT Schools initiative.

Task: Summarise one article per week using:

- What happened?
- Which business concepts apply?
- What are the likely impacts?

The Economist

https://www.economist.com

Focus on:

- Globalisation
- International business
- Competition

Guardian Business

https://www.theguardian.com/business

Useful for:

- Current affairs
- Corporate strategy
- Sustainability

Harvard Business Review

https://hbr.org

Recommended articles:

- Leadership
- Innovation
- Organisational culture

4. London Visits

These visits provide outstanding real-world examples for Edexcel Business themes.

1. Bank of England Museum

Location: Threadneedle Street, City of London

Business Links

- Inflation
- Interest rates
- Economic environment
- Government policy

Activity Research how current interest rates affect:

- Consumers
- Businesses
- Mortgage holders

2. Canary Wharf

Business Links

- Financial services
- Global businesses
- Economic growth

Activity Identify ten multinational companies operating there and explain why London attracts them.

3. London Stock Exchange Area

Business Links

- Finance
- Raising capital
- Growth strategies

Activity Choose a FTSE 100 company and investigate:

- Revenue
- Profit
- Recent strategy

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4. Borough Market

Business Links

- Small businesses
- Entrepreneurial activity
- Competition
- Pricing strategies

Activity Compare how two traders differentiate themselves.

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5. Westfield London (White City)

Business Links

- Retailing
- Consumer behaviour
- Branding

Activity Complete a marketing audit of three retailers:

- Target market
- USP
- Pricing strategy

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6. The Design Museum

Business Links

- Product development
- Branding
- Innovation

Activity Investigate how design creates competitive advantage.

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7. Emirates Stadium or Tottenham Hotspur Stadium

Business Links

- Diversification
- Revenue streams
- Marketing

Activity Identify at least five different sources of income beyond ticket sales.

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8. Silicon Roundabout (Old Street)

Business Links

- Entrepreneurship
- Start-ups
- Innovation

Activity Research three technology firms based in the area and explain their growth strategy.

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5. Summer Business Challenge

Throughout the summer, keep a **Business News Journal**.

Each week:

✅ Read two business articles

✅ Watch one TED talk

✅ Track one FTSE 100 company

✅ Record:

- Key events
- Business terminology used
- Impact on stakeholders
- Examination-style evaluation points

By September, you will have built a bank of up-to-date examples that can be used throughout the Edexcel A-Level Business course and in Year 13 exam answers.

Revisionstation

Edexcel A Level Business

1.2 Market

END OF TOPIC TEST: 1.2.1 / 1.2.2 / 1.2.3 / 1.2.3 / 1.2.5

Section A: 10 quick questions based on all five units

Q1: Define the term 'seasonality'	
Q2: Explain the difference between substitutes and complementary goods	
Q3: Define the term 'external shock'	
Q4: Explain the factors that influence the price elasticity of demand (PED)	

Q5: Compare the terms 'elastic' and 'inelastic' demand	
Q6: Describe the reasons why fashion has an impact on demand	
Q7: Explain the difference between 'surplus' and 'shortage'	
Q8: Explain the term 'government subsidy'	
Q9: Describe the impact of advertising on demand	

Q10: Describe the impact of the introduction of new technology on supply	

Section B: This is a mixture of past paper questions and questions based on questions from previous papers.

Competition in the Entertainment Industry

The games console market is dominated by three businesses; *Sony*, *Microsoft* and *Nintendo*. For many years *Sony's* PlayStation console dominated the market. However, *Nintendo* regained its leadership position for the first time since 2009 with the sales of its new game console, the Switch.

In 2019, *Nintendo* sold 17.3 million Switch consoles, *Sony* sold 17.1 million PlayStation consoles, and *Microsoft* remained in third place, selling 10 million Xbox consoles.

Q11 The price elasticity of demand (PED) is estimated to be –1.5 for game consoles.

If Nintendo reduces its console prices by 8%, calculate the estimated percentage change in demand. You are advised to show your work. [4]

Alibaba Group

The *Alibaba Group* was established in 1999. The business was inspired and led by entrepreneur Jack Ma, a former English teacher from China. Jack Ma and 17 other people invested in the business. From the beginning, the business focused on using technology to enable small businesses to grow and compete more effectively in the global economy. Its mission is 'to make it easy to do business anywhere'. Jack Ma is now a billionaire.

The *Alibaba Group*'s first website allowed small Chinese exporters and entrepreneurs to sell internationally. The *Alibaba Group* has grown into a global leader in online and mobile commerce. It is a world recognised brand and the fastest growing e-commerce business, employing thousands of people.

The *Alibaba Group* has expanded and now has many websites. Its three main websites are Alibaba, Taobao and Tmall. Alibaba is for business-to-business sales (B2B). Taobao is consumer-to-consumer sales (C2C), similar to *eBay*, though it does not charge a selling fee like competitors such as *eBay*. Tmall is for business-to-consumer sales (B2C), similar to *Amazon*. Transactions on its websites totalled $248 bn in 2018, which was more than *eBay* and *Amazon* combined.

The *Alibaba Group* has a programme called the 'Tech For Change Initiative' that aims to support female education through free online training and free access to computing resources. It aims to help one million women become computer developers by 2030. The *Alibaba Group* donates funding for healthcare for the underprivileged and for wildlife protection.

Q12: Analyse two factors that may have increased demand for the Alibaba Group [8]

Peer / self marking grid for 8 mark question

Mark	
1-2 marks	**Limited knowledge and some recall of business theory, answer may not be in context** *What went well: You used business terms correctly* *Even better if: You had discussed the business situation in the case study*
3-5 marks	**Comments are in context, and chains of reason are present but very basic. Unbalanced argument, only discusses one side.** *What went well: You were able to give chains of reason in context in your answer* *Even better if: You had given both sides of the argument*
6-8 marks	**Chains of reason are complete and argument shows both sides. Answer is in context and uses numerical data to support where appropriate.** *What went well: You gave a balanced argument in your answer* *Even better if: You had used more numerical data to support your arguments*

Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number | | | | | | Candidate Number | | | | |

Pearson Edexcel Level 3 GCE

Tuesday 23 May 2023

Morning (Time: 2 hours) | **Paper reference** | **9BS0/01**

Business

Advanced

PAPER 1: Marketing, people and global businesses

You must have:
Source Booklet (enclosed)

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- There are two sections in this question paper.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 100.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- You may use a calculator.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ▶

Pearson

Answer ALL questions.

SECTION A

Read Extracts A to C in the Source Booklet before answering Question 1.

Write your answers in the spaces provided.

1 (a) Using the data in Extract A, explain **one** way demand for online food deliveries is affected by income elasticity of demand.

(4)

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(b) Explain **one** reason food delivery apps, such as Deliveroo, pay their workers commission.

(4)

(c) Assess the likely importance of emotional branding to Deliveroo.

(10)

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(d) Assess the likely value of secondary market research data to Deliveroo's marketing.

(12)

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In order to improve the motivation of delivery riders, Deliveroo could adopt the motivation theories of FW Taylor or Frederick Herzberg.

(e) Evaluate these **two** options and recommend which one is more likely to improve the motivation of Deliveroo's delivery riders.

(20)

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(Total for Question 1 = 50 marks)

TOTAL FOR SECTION A = 50 MARKS

SECTION B

Read Extracts D to G in the Source Booklet before answering Question 2.

Write your answers in the spaces provided.

2 (a) Using the data in Extract D, calculate the difference in Price Elasticity of Demand for PlayStation 2 and the Xbox. State your answer to 2 decimal places. You are advised to show your working.

(4)

(b) Explain **one** reason why global niche markets may be important to a games developer, such as Sukeban Games.

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(c) Using the data in Extract F, assess Sony's decision to manufacture the PlayStation 5 in Japan.

(10)

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There are several factors that have contributed to increased globalisation, including transport and communication.

(d) Assess the likely importance of transport and communication for the increased globalisation of the computer games market.

(12)

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Sony could have either produced a standardised controller for sales in all countries or adapted the controller to the culture of local markets in order to maximise PlayStation 5's sales.

(e) Evaluate these **two** options and recommend which one Sony should have taken to maximise PlayStation 5's sales.

(20)

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(Total for Question 2 = 50 marks)

TOTAL FOR SECTION B = 50 MARKS
TOTAL FOR PAPER = 100 MARKS

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Pearson Edexcel Level 3 GCE

Tuesday 23 May 2023

Morning (Time: 2 hours)

Paper reference **9BS0/01**

Business

Advanced

PAPER 1: Marketing, people and global businesses

Source Booklet

Do not return this Booklet with the question paper.

Turn over

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Pearson

SECTION A

Read the following extracts (A to C) before answering Question 1.

Extract A

UK average income and Deliveroo orders

	2020	2021	% change
UK average income (£ per year)	£31 487	£31 285	−0.64%
Deliveroo orders	74.5m	148.8m	99.73%

(Source: adapted from https://www.cnbc.com/2021/08/11/deliveroo-doubles-orders-in-first-half-of-2021.html and https://www.statista.com/statistics/1002964/average-full-time-annual-earnings-in-the-uk/)

Extract B

Working for food delivery apps

Food delivery riders are mainly rewarded with a fee for each delivery. In addition to this fee, often businesses also pay commission. Some employers reward delivery riders when they introduce new workers. The flexibility of choosing work hours is also a big attraction.

However, 'time is money' and jobs are insecure. Some more experienced riders can choose how long they would like to work, but others may not have this option. The work is standardised, from the customer placing orders on the mobile app, to the rider accepting and confirming the order, collecting it, and delivering to the customer. Deliveries are monitored online by managers. Sometimes riders who do not reach the customer within a specified time, have 50% of the order value deducted from their pay. Training and development opportunities are rare. Riders buy their own bikes and equipment, and work uniforms.

Delivery apps place power in the hands of the customer, which can create job dissatisfaction for riders. Customer 'Ratings' are the only employee performance measure. However, there are a range of factors outside the control of the delivery rider that might affect this rating, such as the taste of the food.

In some businesses weekly rewards are used. Others use job rotation as part of career progression.

(Source: adapted from http://sro.sussex.ac.uk/id/eprint/94515/1/The-Significance-of-Herzberg-and-Taylor-for-the-Gig-Economy-of-China_-Evaluating-Gigger-Incentives-for-Meituan-and-Ele.me.pdf)

Extract C

Marketing and Deliveroo

The UK takeaway industry has changed over the past few years. Internet-based apps, such as Deliveroo and Uber Eats, deliver on behalf of both local restaurants and major chains.

Emily Kraftman, Deliveroo's Marketing Director, explains: "We spent a lot of time talking to consumers. They had consistent views about food happiness; the takeaway is this moment of joy and that, coupled with trust and reliability, give us the best brand image."

Deliveroo wanted to focus on 'switchers' – consumers already ordering takeaways, but from competitors, such as Uber Eats and Just Eat. It also wanted to balance global branding with operating on a local level. Kraftman describes this as "building our national image but winning in every neighbourhood". Deliveroo decided to rethink its branding to improve its competitiveness.

Deliveroo launched a new marketing campaign based on emotional branding. This included TV, billboards, and both traditional and personalised digital radio adverts. Online adverts were also used, including new platforms Twitch, Waze and Acast, as part of Deliveroo's use of different and smaller media channels.

Data from the YouGov BrandIndex market research agency showed that the new marketing increased consumers' brand awareness, with respondents who had heard of Deliveroo doubling from 3.1% to 6.6%. However, the same research found that Deliveroo was worse than all its app-based competitors on measures, such as quality, satisfaction, impression, and reputation.

(Source: adapted from https://www.marketingweek.com/deliveroo-strategy-to-win-the-delivery-sector/)

SECTION B

Read the following extracts (D to G) before answering Question 2.

Extract D

Estimated effects of price changes on quantity demand for games consoles in 2004

	Change in price	Change in quantity demanded
PlayStation 2	0.59%	–2.10%
Xbox	1.47%	–4.47%

(Source: adapted from Technological Tying and the Intensity of Competition: An Empirical Analysis of the Video Game Industry, Timothy Derdenger, Tepper School of Business, Carnegie Mellon University)

Extract E

Globalisation in the games market

Computer games are produced and enjoyed all over the globe. In 2020 China's market was worth approximately $24.4 billion and the US's $23.6 billion. Japan, South Korea, Germany, and the UK were the next largest markets.

Games were originally played on non-internet connected devices, such as the original Nintendo console. Consoles and games were manufactured in countries, such as Japan and China, and transported to consumers around the world. Games targeted small niche markets, often close to the developers' physical location, with different versions of games for each country.

Games producers now take a global approach and release each game in different languages to customers all over the world at the same time.

In 2020 an estimated 2.2 billion customers played computer games. Growth comes partially from mobile gaming, which anyone with a phone or tablet can play. Other factors include the rise of online communities, where people play and share tips; a gamer in the US can play Call of Duty with a friend in Japan at the push of a button.

Gamers no longer need to buy a console and spend lots of money on games. The rise of digital distribution, via the internet, has made purchases more accessible. Cloud storage has been another factor as the servers located around the world do most of the computing work. Gamers no longer need expensive equipment to play.

Global niche markets have grown with digital distribution. For example, Sukeban Games develop visual novels where players make decisions about characters and solve puzzles.

(Source: adapted from https://www.contentstack.com/blog/all-about-headless/globalization-online-gaming/ and https://www.makeuseof.com/tag/niche-video-game-genres-worth-playing/)

Extract F

Country data – Japan

Government health expenditure per person	$3 506
Education expenditure per person	$1 235
Corruption ranking (1st is best – least corruption)	19th
Innovation ranking (1st is best)	13th
Competitiveness ranking (1st is best)	6th
Unemployment rate	2.7%
Average wage	$41 352

(Source: adapted from https://countryeconomy.com/countries/compare/japan/china?sc=XE0H)

Extract G

PlayStation 5

The circle symbol is used widely in Japanese culture, from recycling guidelines to teachers' marks on children's homework. It means yes, OK, good or correct. The cross tells you something is wrong, bad, against the rules, or to be avoided.

When Sony produced its first PlayStation games console in 1994 and needed symbols for the two most important buttons on its controller, this was what it chose. However, although the symbols may have clear uses in Japan, they can mean something else in other countries. For example, people vote in elections by putting a cross against their preferred candidate's name.

Sony decided to adapt its controller to the culture of each market. In Japan, the circle button would agree with things or cause some positive action in a game, while the cross would cancel, reverse, or stop. In some markets, that function was switched, and the cross was the symbol of action, positivity, and advance. For 25 years, and three generations of PlayStations, these two different systems were kept. Global PlayStation users grew beyond 100 million.

Sony is now considering standardising the buttons on the PlayStation 5 in all markets. With the launch of the PlayStation 5, Sony will go head-to-head with Microsoft's new console in a contest on which Sony's fortunes heavily depend.

(Source: adapted from https://www.ft.com/content/592f6a09-9316-4150-b57e-c2285121f2c9)

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