

GCSE Business Studies

Topic 3 – Building a Business



Name:

Contents

A	Marketing	3
B	Meeting Customer Needs	70
C	Effective Financial Management	115
D	Effective People Management	140
E	The Wider World Effecting Business	176

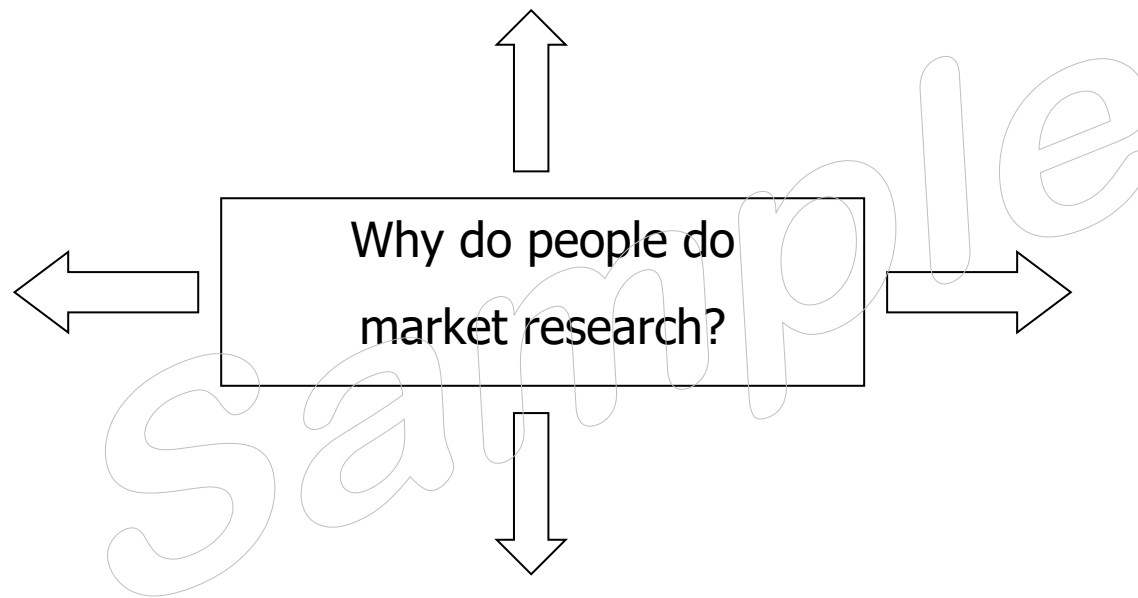
Sample

Section A – Marketing

What is meant by market research?

.....

.....



Extension: What things impact on how much market research a business actually does?

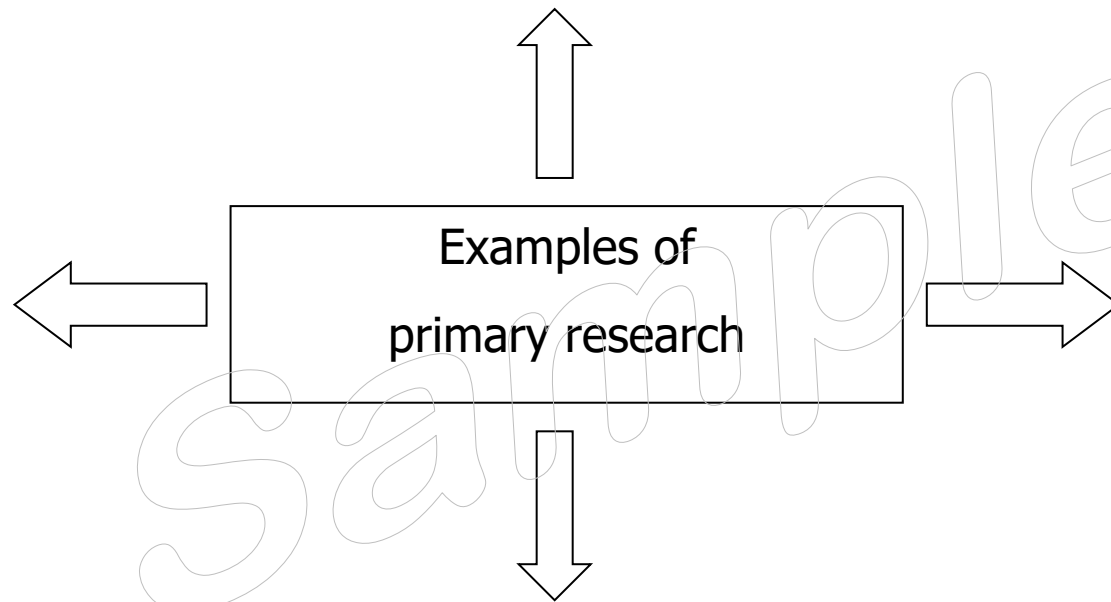
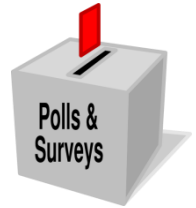
.....

.....

.....

Section A – Marketing

Give a concise definition of primary research.



Extension: Recommend and justify a method of primary research Apple could use if they were designing a new product.

.....

.....

.....

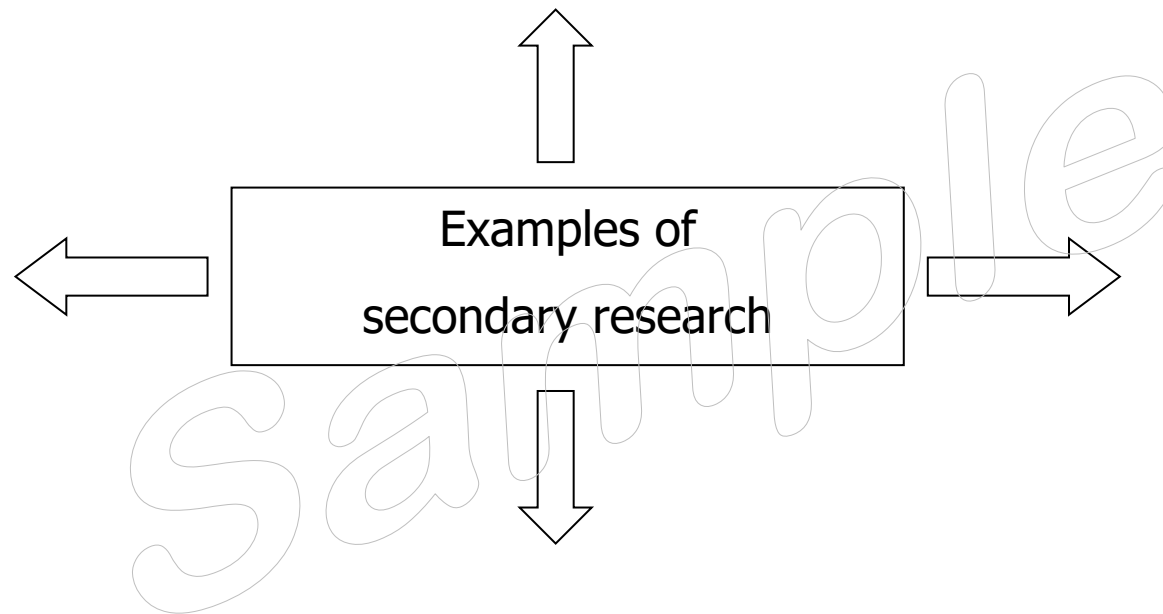
Section A – Marketing



Give a concise definition of secondary research.

.....

.....



Extension: Recommend and justify a method of secondary research a TV station could use if they were thinking of launching a new programme.

.....

.....

.....

Section A – Marketing

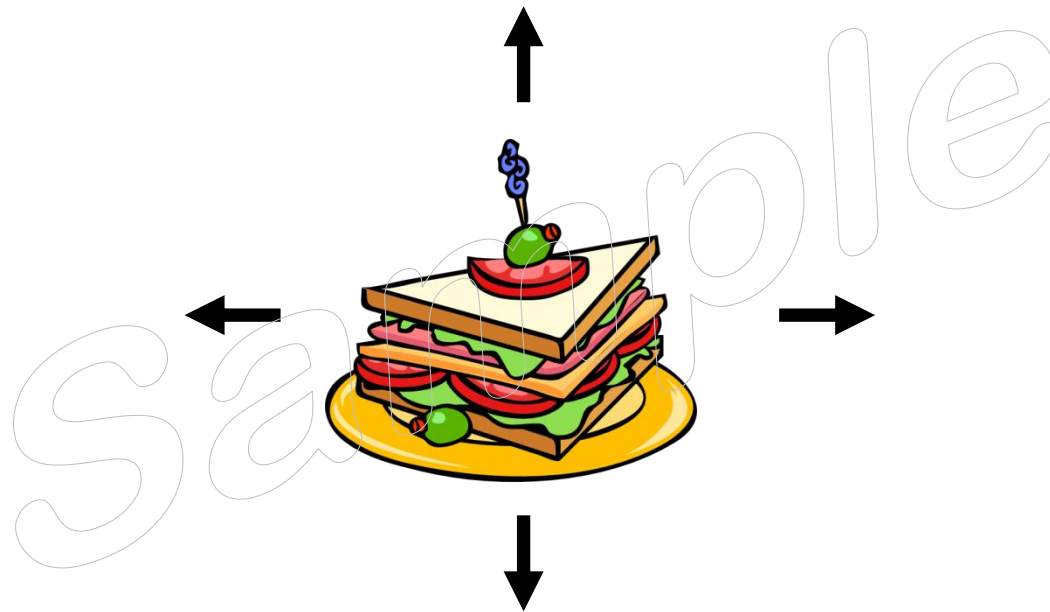
Describe how a local fish and chip shop owner with a lack of spare cash could still research other types of products he could introduce into his shop that would likely to be successful and boost his overall sales.



Sample

Section A – Marketing

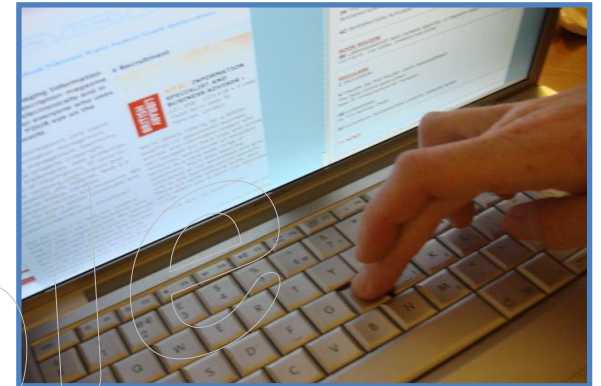
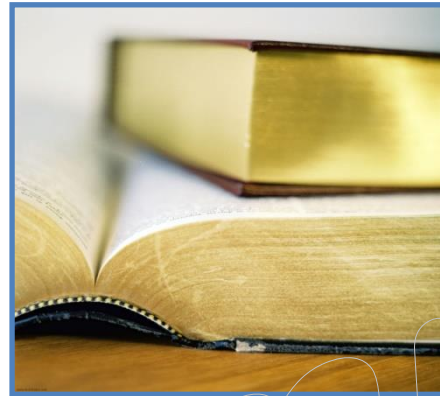
As you now know, market research is all about finding out what your customers want. If we use the example of a sandwich shop, highlight below what kinds of things the business should find out from its customers in order to provide a better service.



Section A – Marketing

Desk research or secondary research as many people call it is about looking at information that has already been collected about the market by other companies.

Examples include:



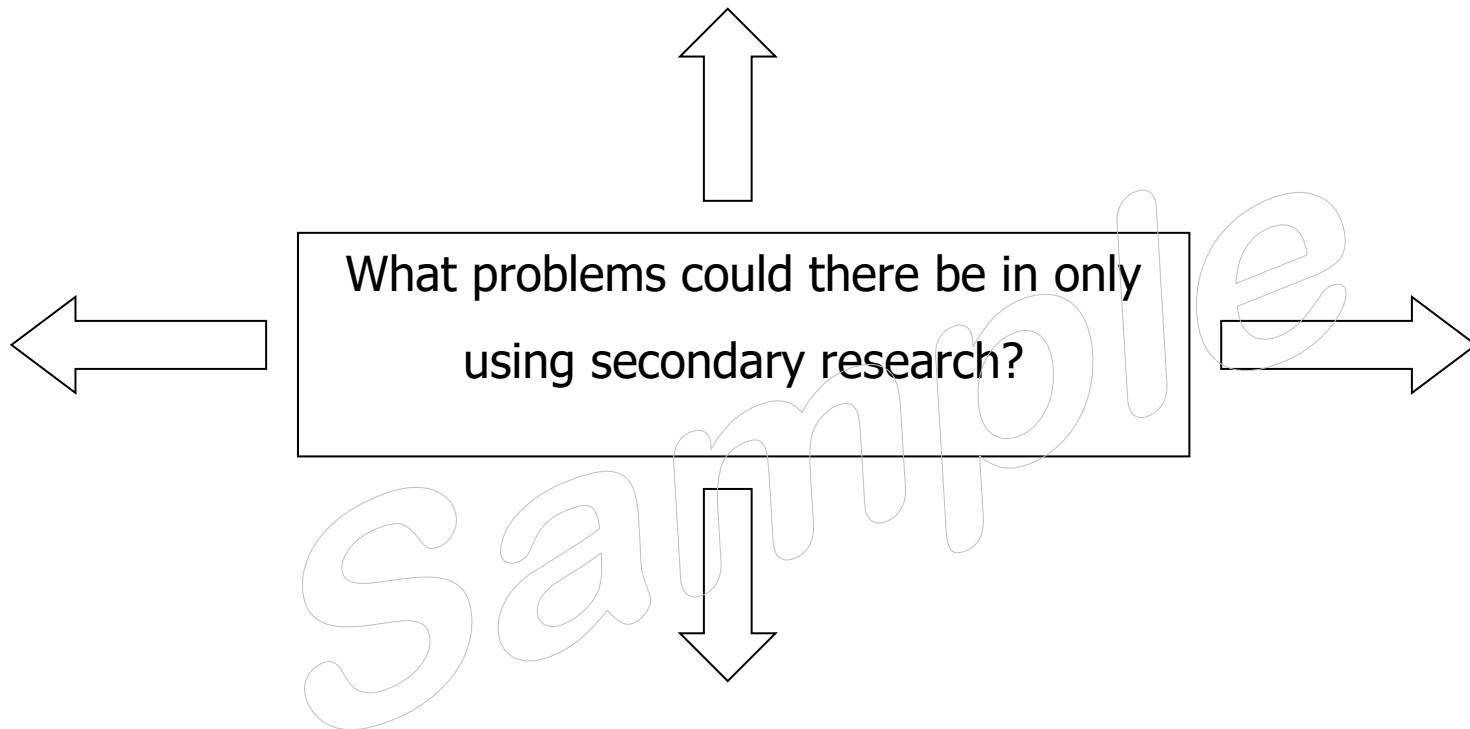
How could using past sales data help the sandwich shop to make decisions about how they should go forward in the future?

.....

.....

.....

Section A – Marketing



Extension: If the sandwich shop did only use secondary research, what specific things should they investigate?

.....

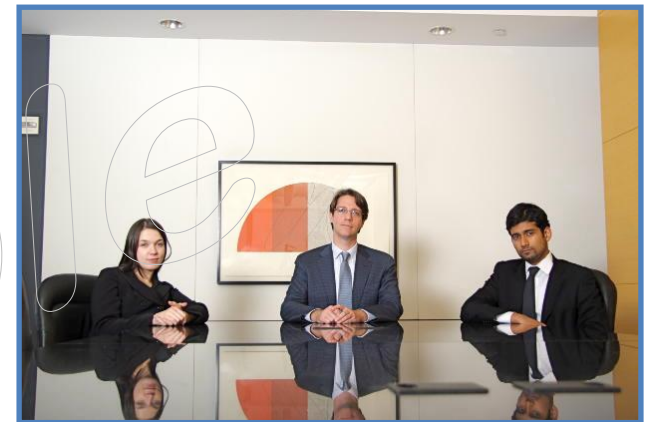
.....

.....

Section A – Marketing

Field research is also known as primary research and is carried out by the business themselves. They can then trust the results more and therefore may be more useful.

Examples include:



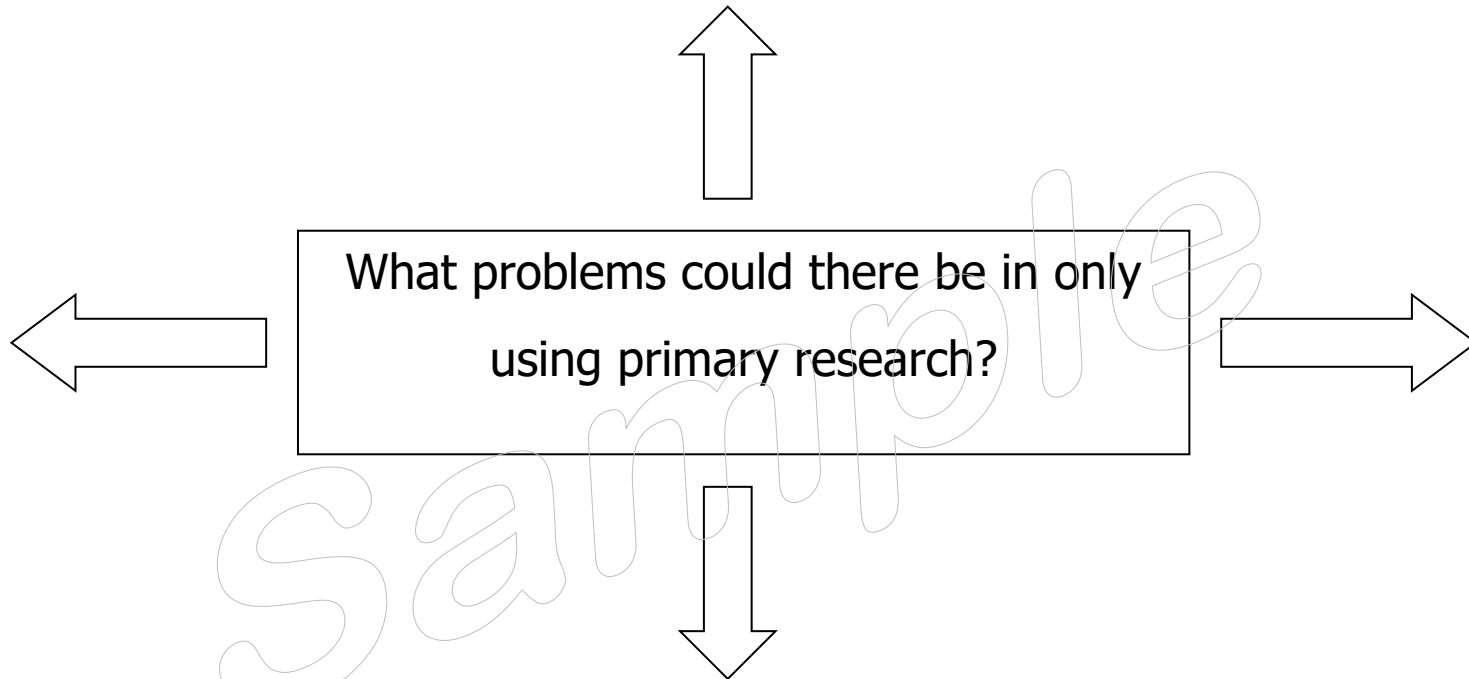
Why might a customer feedback box be a useful market research method in the sandwich shop?

.....

.....

.....

Section A – Marketing



Extension: If the sandwich shop did only use primary research, what methods do you feel would be the most appropriate?

.....

.....

.....

Section A – Marketing

A method of primary research that is often used is a questionnaire. Have a go at writing at least five questions that a sandwich shop could give to its customers about the type of sandwiches they like.

e.g. Do you prefer your bread toasted?

Yes

No

Sample

Section A – Marketing

Fill in the missing words in the paragraph below.

Internet	Secondary	Expensive	Questionnaires	
Up to Date	Relevant	Cheaper	Field	Market

..... research is all about finding out what your customers want.
research is also called desk research. This is to carry out than primary
research because the data has already been collected for you. A good example
of secondary research is the Primary research is sometimes called
..... research. This is more to carry out. You have to collect this
type of information yourself as a business. This does though mean that the
information is more and also to your needs. An example of
this is the use of