



**The John Roan School
Sixth Form**
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Part of United Learning

Year 11 Bridging Work for Business Studies



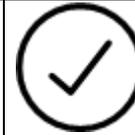
Read the article “What is Marketing”

Write 200 words to discuss whether you agree with the following statement:

“Marketing is all about advertising”

[What is marketing?](#)

Time: 40 minutes



Create a newspaper article based on Tesco’s discount store Jack’s. Make sure you include information on:

- a) Their USP
- b) Sales success / failure
- c) Customers feedback
- d) Whether you think it can rival Aldi and Lidl?

[Jack’s website](#) and [article](#)

Time: 1 hour



Watch the BBC documentary ‘Secrets of the Multi-Level Millionaires: Ellie Undercover’.

- a) Define multi-level marketing (100 words)
- b) Explain why multi-level marketing is so appealing (200 words).

[Secrets of the Multi-Level Millionaires: Ellie Undercover](#)

Time: 2 hours



Listen to BBC Bottom Line podcast ‘The ethics of business’.

Define an **ethical business** in your own words (150 words).

[The ethics of business](#)

Time: 50 minutes



Read the IKEA case study, which explains why IKEA believes a strong environmental stance is good business practice.

[SWOT and planning case study for IKEA](#)

Time: 30 minutes



Complete an infographic or poster persuading customers to shop at IKEA. Make sure that you explaining of IKEA being an ethical business. Include information on:

- a) Actions IKEA has taken to be ethical
- b) Benefits to the environment
- c) Benefits to the customer

Time: 1 hour



Watch the BBC documentary ‘Amazon: What They Know About Us.’

300 word essay – **Is Amazon unethical or is it just marketing?**

[Amazon: What They Know About Us](#)

Time: 2 hours



Watch the Panorama documentary ‘How to Save the High Street’.

This is an investigation into the government’s plans to spend millions of pounds reviving run-down town centres. Examining different high streets across the country and analysing their adaptations to remain part of the community.

[How to Save the High Street](#)

Time: 30 minutes

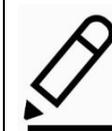


Read the BBC article ‘Decline of the High Street’.

1. Summarise the main factors that have contributed to the decline of the high street.
2. Explain which factor was the most significant (100 words).
3. Suggest ways in which the High Street or town centres could be regenerated
4. What do you think the High Street or town centre will look like in 25 years?

[Decline of the High Street](#)

Time: 1.5 hours



Write an essay of 500 words that addresses the following statement: ‘Businesses should exist to make profit’.

Use all of the information that you have gathered completing the previous bridging tasks.

Time: 1 hour



If you have any questions, please email Ms Kuruneri:

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