

1 0 5 REASONS WHY:

Outline two reasons why stakeholders may be interested in the following:

STATEMENT OF COMPREHENSIVE INCOME

STATEMENT OF FINANCIAL POSITION

1

2

1 0 6 WHAT'S THE FORMULA?

Write down the formula for calculating:

RETURN ON CAPITAL EMPLOYED (ROCE)

GEARING

1 0 7 BENEFITS AND LIMITATIONS

Identify two benefits and two limitations of using ratio analysis to make business decisions:

BENEFITS

LIMITATIONS

1

2

1 0 8 WHAT'S THE FORMULA?

Write down the formula for calculating:

LABOUR PRODUCTIVITY

LABOUR TURNOVER

LABOUR RETENTION

ABSENTEEISM

1 0 9 IDENTIFY:

Identify four human resource strategies to increase labour productivity and labour retention and to reduce labour turnover and absenteeism:

1

2

3

4

Identify five causes of change within a business:

- 1
- 2
- 3
- 4
- 5

Outline the possible effects of change on:

COMPETITIVENESS	
PRODUCTIVITY	
FINANCIAL PERFORMANCE	
STAKEHOLDERS	

Identify four factors that need to be considered in change:

- 1
- 2
- 3
- 4

1 1 0 WHAT IS MEANT BY?

What is meant by the following key term?

SCENARIO PLANNING

1 1 1 IDENTIFY:

Identify three potential risks in relation to scenario planning that can be identified via risk assessment:

1

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Identify two areas in which a business can plan for risk mitigation:

1

2

THEME 4

GLOBAL BUSINESS

THIS SECTION OF THE SPECIFICATION COVERS:

- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies (multinational corporations)

1 1 2 WHAT IS MEANT BY?

Write a definition for the following key terms:

EMERGING ECONOMY

GROSS DOMESTIC PRODUCT

What is meant by the acronym BRIC?

B

R

I

C

What is meant by the acronym MINT?

M

I

N

T

1 1 3 TELL ME:

Two implications of economic growth for individuals and businesses:

1

2

Four indicators of growth:

1

2

3

4

1 1 4 WHAT IS MEANT BY?

Write down a definition of the following key terms:

EXPORTS

IMPORTS

FOREIGN DIRECT
INVESTMENT

115 TELL ME:

The link between business specialisation and competitive advantage:

116 DEFINE AND IDENTIFY:

Write a definition for each of the following and identify two benefits and two drawbacks:

TRADE LIBERALISATION

BENEFITS

DRAWBACKS

1

2

GLOBALISATION

BENEFITS

DRAWBACKS

1

2

1 1 7 GIVE ME THREE:

Factors contributing to increased globalisation:

1

2

3

1 1 8 WHAT'S THE DIFFERENCE?

What's the difference between:

TARIFFS AND IMPORT QUOTAS

1 1 9 IDENTIFY:

Identify two other forms of trade barrier:

1

2

1 2 0 TELL ME:

Two benefits and drawbacks of trade barriers:

	BENEFITS	DRAWBACKS
1		
2		

Three examples of trading blocs:

1	
2	
3	

What is meant by the term, trading bloc:

The impact on businesses of trading blocs:

1 2 1 GIVE ME TWO:

Examples of push factors in relation to conditions that prompt trade:

1

2

Examples of pull factors in relation to conditions that prompt trade:

1

2

1 2 2 WHAT'S THE DIFFERENCE?

What's the difference between:

OFF-SHORING AND OUTSOURCING

1 2 3 TELL ME:

How the product life cycle can be used to prompt trade:

1 2 4 FACTORS AND REASONS:

List four factors a business might consider when assessing a country as a market:

1**2****3****4**

List nine factors a business might consider when assessing a country as a production location:

1**2****3****4****5****6****7****8****9**

List five reasons for global mergers or joint ventures:

1**2****3****4****5**

1 2 5 TELL ME:

How an appreciation of the exchange rate can impact on a business:

How a depreciation of the exchange rate can impact on a business:

Two ways a business can achieve a global competitive advantage:

1

2

How skills shortages can impact on international competitiveness:

1

2

1 2 6 WHAT IS MEANT BY?

Write down a definition of the following key terms:

GLOCALISATION

DOMESTIC /
ETHNOCENTRIC

MIX /
GEOCENTRIC

INTERNATIONAL
/ POLYCENTRIC

1 2 7 APPLICATION AND ADAPTION:

How can the marketing mix be applied and adapted to global markets?

How can Ansoff's matrix be applied and adapted to global markets?

1 2 8 WHAT IS MEANT BY?

Write down a definition of the following key terms:

GLOBAL NICHE
MARKET

CULTURAL
DIVERSITY (IN
RELATION TO
GLOBAL NICHE
MARKETS)

1 2 9 IDENTIFY:

Two features of a global niche market:

1

2

1 3 0 APPLICATION AND ADAPTION:

How can the marketing mix be adapted to suit global niche markets?

1 3 1 GIVE ME THREE:

Cultural / social factors a business needs to consider in relation to global marketing:

1

2

3

1 3 2 WHAT IS MEANT BY?

Write down a definition of the following key term:

MULTINATIONAL
COMPANY (MNC)

1 3 3 GIVE ME THREE:

Possible impacts a MNC may have on the local economy:

1

2

3

Possible impacts a MNC may have on the national economy:

1

2

3

1 3 4 TELL ME:

Two potential stakeholder conflicts resulting from the operation of a MNC in a less-developed country:

1**2**

How pay and working conditions may differ in relation to the operation of a MNC in a less-developed country:

1 3 5 IDENTIFY:

Two environmental considerations a MNC may need to consider when operating in another country:

1**2**

Two supply chain considerations a MNC may need to consider when operating in another country:

1**2**

Two marketing considerations a MNC may need to consider when operating in another country:

1

2

Four factors that may need to be considered in relation to controlling MNCs:

1

2

3

4

NOTES

NOTES



Scan the QR code above with your phone camera to view suggested answers for the activities in this knowledge book.

www.tutor2u.net/business/collections

EDEXCEL A LEVEL BUSINESS KNOWLEDGE BOOK

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