



2017 specification
first exams in 2019

Keyword Activities for GCSE (9–1) OCR Business

Business 1: Business activity, marketing and people

H Abrams



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Teacher's Introduction

Overview

This resource has been produced to support teaching and learning of the **GCSE (9–1) OCR Business** specification **Business 1: Business activity, marketing and people**. The learning content is covered by the following sets of keywords with matching descriptions, which cover all of the specification topics:

- 1.1: The role of business, enterprise and entrepreneurship
- 1.2: Business planning
- 1.3: Ownership & 1.4: Aims and objectives
- 1.5: Stakeholders in business
- 1.6: Business growth
- 2.1: Marketing & 2.2: Market research
- 2.3: Market segmentation
- 2.4a: The marketing mix (Part 1)
- 2.4b: The marketing mix (Part 2)
- 3.1: HR & 3.2: Organisational structures
- 3.3: Communication & 3.5: Motivation and retention
- 3.4: Recruitment and selection
- 3.6: Training and development
- 3.7: Employment law

For each set, there are a number of different keyword activities designed to give you a range of different options for classroom use, homework and revision. This variety enables you to take a different approach to different topics – such as using the Crosswords as homework for one topic, and the Match-up as a starter for another.

Alternatively, differentiate the activity for a given topic; for example, you might want to give your stronger students the **Crosswords** early on while you start weaker learners on the **Match-up** (where terms and definitions are both available). **Domino** and **Bingo** activities add an element of fun and reinforcement, as well as the potential for pair and group work. Finally, the **Flash Cards** come into their own for revision and the **Table-fill** and **Write Your Own Glossary** allow students to test their understanding by correctly filling in keywords or definitions.

For more information about the different activities included, see overleaf. →

Digital Format!

All of the activities are provided electronically on the ZigZag Education support files system, which can be accessed via **zzed.uk/productsupport** To use on a school network:

- Download the .zip folder
- Locate the .zip folder in your downloads folder
- Right-click on the .zip folder > click 'Extract all' > select a destination > click 'Extract'. **This step is essential as the files will not function properly without it.**

Providing easy access to the activities are two HTML menus:

1. Access All Menu



Location: **index.html**

This menu, designed primarily for teacher use, includes links to everything provided in the support files – allowing you to easily select what you need when preparing your lessons.

If you intend to give learners access to this menu, then be aware that it does include links to the solutions.

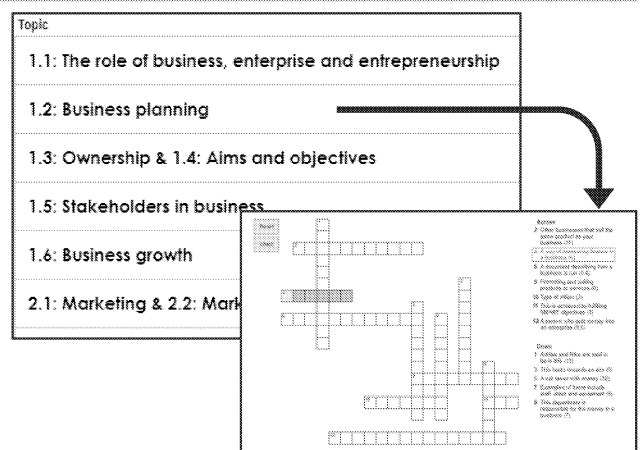


2. Interactive Crossword Menu



Location: **interactive-crosswords/index.html**

This menu, which can be accessed via the Access All Menu, is included to allow learner access to just the interactive crosswords (without the answers).



Activity Types

All activities are provided as PDF files, allowing for easy printing and sharing on your school's internal network or VLE. In addition, each of the single-page activities (*Crosswords*, *Match-up* and *Table-fill*), as well as the solutions, are provided on paper too.

The activities included in this resource are as follows:

Bingo

Each student is given a different bingo card containing a selection of words from the set. The teacher reads the definitions using the Keyword Answers, and the student must match the definition to the words on their card to complete rows, columns, and the full bingo card. The bingo activity is available for sets with 12 or more words.

✓ PDF

Crosswords

These traditional keyword activities are equally effective as lesson or homework activities – and are also an excellent way of easing students into their revision programme.

✓ PDF ✓ PAPER



INTERACTIVE

In addition to the photocopiable worksheets and PDF, the crosswords are provided in interactive format in the accompanying support files. These are web-based (HTML5) and will run straight from your Internet browser.

Dominoes / Loop Cards

This is essentially another match-up activity, but this one is designed to be used in a more active way to engage students. It is recommended that students work in pairs or small groups.

✓ PDF

Half of each card contains a keyword, and the other half contains a description. To complete the activity, students must align all the cards in the correct order. There is a 'Start' and a 'Finish', meaning that if any cards are left outside the chain, then students have gone wrong somewhere.

Match-up

Students match descriptions to their keywords by drawing lines between them. Because there are similar descriptions and keywords, students are likely to make the odd mistake while completing the activity, so it is recommended that they use a pencil to start with! By eliminating the keywords that they are familiar with, students can then think about and learn the ones that they are less confident with.

✓ PDF ✓ PAPER

Flash Cards

These are a helpful revision tool. To make the cards, fold the page in half, then cut out each card and stick them together so the keyword is on one side and the definition the other. In addition, students could use these to play a game of pairs. Cut each card in two and place them all face down on the table. Students will then take it in turns to turn over two cards with the aim of matching a keyword to its definition. Matched-up cards are removed, and the game is finished when all the cards have been matched.

✓ PDF

Glossary Builders

Table-fill

Nothing fancy – students simply write the keyword which is being described, without any other help. Because this activity tests the students' own knowledge, it is best used as a homework activity at the end of each topic or during revision. This then acts as a check that they have grasped the key terminology for each topic. Alternatively, the tables could be given to students at the beginning of the topic, to see what they already know.

✓ PDF ✓ PAPER

Write Your Own Glossary

Like the Table-fill, this activity can be used to test students before learning a topic, or as a revision tool after learning a topic. Students are given a list of the keywords and need to produce their own definitions. Using Table-fill and Write Your Own Glossary, lessons can be differentiated for all levels of learner.

✓ PDF

Selected Activities and Completed Glossary Page

This sample shows one example of several activities.
The whole resource contains approximately 95 activities –
6 or 7 activities for each of the 14 topics.

The resource covers 233 key terms.

1.1: The role of business, enterprise and entrepreneurship (Bingo)

<i>Needs</i>	<i>Reward</i>	<i>Calculated risk</i>
<i>Dynamic</i>	<i>Determination</i>	<i>Creativity</i>
<i>Brand image</i>	<i>Consumer</i>	<i>Customer service</i>

Additional Terms:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

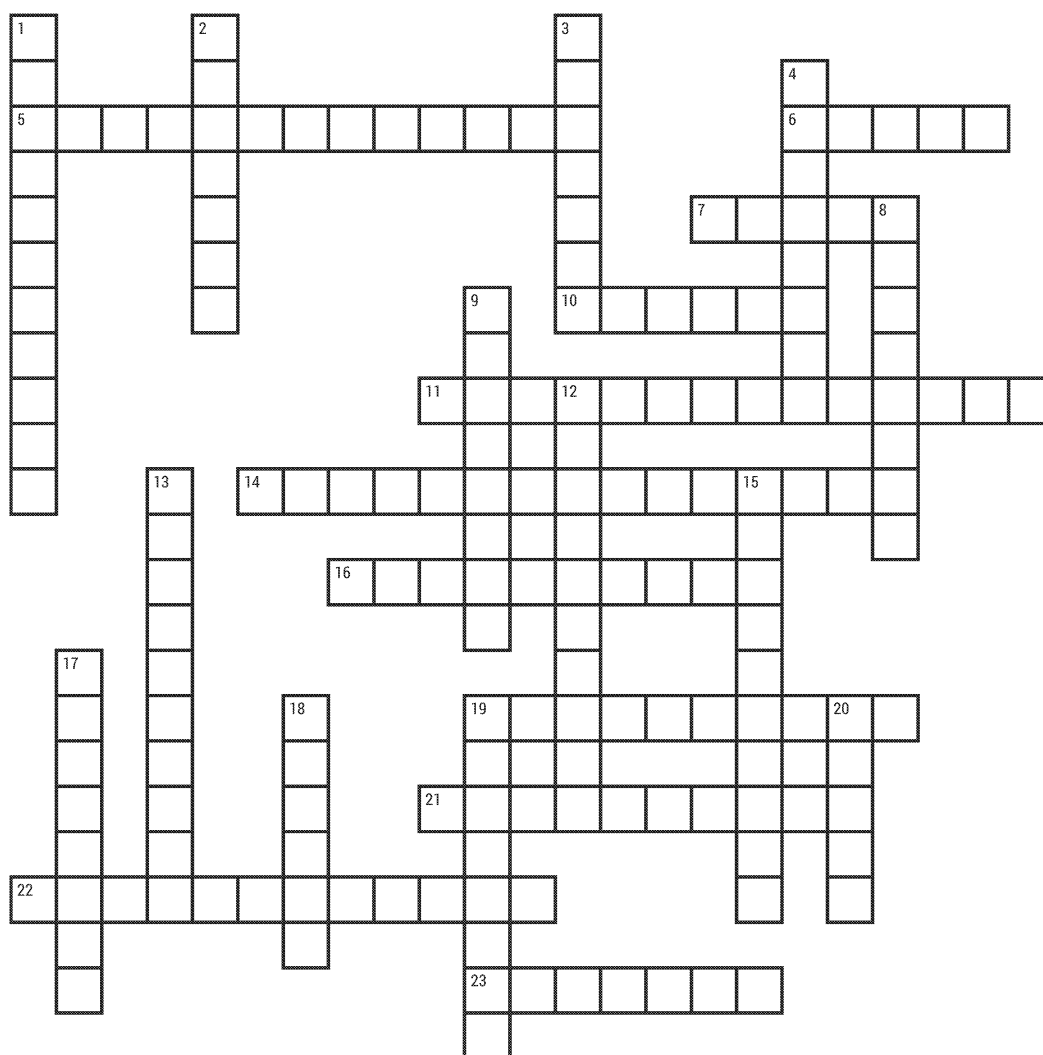
1.1: The role of business, enterprise and entrepreneurship (Bingo)

<i>Original</i>	<i>Dynamic</i>	<i>Goods</i>
<i>Calculated risk</i>	<i>Opportunity cost</i>	<i>Determination</i>
<i>Needs</i>	<i>Creativity</i>	<i>Enterprise</i>

Additional Terms:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

1.1: The role of business, enterprise and entrepreneurship



Across

- 5** A quality that makes you get things finished (13)
6 Microsoft, for example (5)
7 Products made at the same time (5)
10 Another word for selection (6)
11 An uncertain situation which has been considered by the business (10,4)
14 Something given up to do something else (11,4)
16 The perception someone has of a product (5,5)
19 Easy to use or put in place (10)
21 Business run by an entrepreneur (10)
22 This type of person is a risk-taker (12)
23 Another way to describe a 'green' business (7)

Down

- 1** Improving a product to make it more profitable (6,5)
2 Support given to help a customer (7)
3 Full of ideas and energy (7)
4 Describes an out-of-date product or service (8)
8 Another word for safety (8)
9 Changing a product to make it more sellable (8)
12 A person who is sure of themselves has _____ (10)
13 McDonald's is a of Burger King (10)
15 Needed to make new products (10)
17 The first version of a product to be made (8)
18 Given to an employee for hard work (6)
19 A person who utilises a product or service (8)
20 The opposite of wants (5)

1.1: The role of business, enterprise and entrepreneurship (Dominoes)

– START –	When goods or services are altered to meet customer needs	Adaptation	Improving a product to make it more profitable
Adding value	A name, symbol or logo given to a product to identify it	Brand	The perception someone has of a product
Brand image	Another word for selection	Choice	This is a rival organisation that sells the same product as your organisation
Competitor	Feeling certain about the truth of something	Confidence	A person who buys or utilises goods or services
Consumer	Easy to use or put in place	Convenient	The use of imagination to make something new

1.1: The role of business, enterprise and entrepreneurship (Flash Cards)

When goods or services are altered to meet customer needs

Adaptation

Improving a product to make it more profitable

Adding value

A name, symbol or logo given to a product to identify it

Brand

The perception someone has of a product

Brand image

Another word for selection

Choice

This is a rival organisation that sells the same product as your organisation

Competitor

Feeling certain about the truth of something

Confidence

A person who buys or utilises goods or services

Consumer

Easy to use or put in place

Convenient

The use of imagination to make something new

Creativity

1.1: The role of business, enterprise and entrepreneurship (Match Up)

1	A business has this when it is not at risk financially
2	A name, symbol or logo given to a product to identify it
3	A person who buys or utilises goods or services
4	Ability to spot a business opportunity
5	An individual who sets up their own business, usually with some risk
6	An uncertain situation which has been considered by the business
7	Another word for selection
8	Easy to use or put in place
9	Feeling certain about the truth of something
10	Given to an employee for effort, hard work and achievement
11	Having lots of energy and ideas
12	Helping or doing something for a customer
13	Improving a product to make it more profitable
14	Products made in a business
15	Something that is given up in order to do something else
16	The first version of a product to be made
17	The perception someone has of a product
18	The use of imagination to make something new
19	This is a rival organisation that sells the same product as your organisation
20	What a person must have to survive, e.g. water, food
21	When a business cares for the environment
22	When a product is out of date
23	When goods or services are altered to meet customer needs
24	When someone has great willpower to do something

Adaptation	
Adding value	
Brand	
Brand image	
Choice	
Competitor	
Confidence	
Consumer	
Convenient	
Creativity	
Determination	
Dynamic	
Enterprise	
Entrepreneur	
Ethical	
Goods	
Needs	
Obsolete	
Opportunity cost	
Original	
Reward	
Calculated risk	
Security	
Customer service	

1.1: The role of business, enterprise and entrepreneurship (Table Fill)

When goods or services are altered to meet customer needs	
Improving a product to make it more profitable	
A name, symbol or logo given to a product to identify it	
The perception someone has of a product	
Another word for selection	
This is a rival organisation that sells the same product as your organisation	
Feeling certain about the truth of something	
A person who buys or utilises goods or services	
Easy to use or put in place	
The use of imagination to make something new	
When someone has great willpower to do something	
Having lots of energy and ideas	
Ability to spot a business opportunity	
An individual who sets up their own business, usually with some risk	
When a business cares for the environment	
Products made in a business	
What a person must have to survive, e.g. water, food	
When a product is out of date	
Something that is given up in order to do something else	
The first version of a product to be made	
Given to an employee for effort, hard work and achievement	
An uncertain situation which has been considered by the business	
A business has this when it is not at risk financially	
Helping or doing something for a customer	

1.1: The role of business, enterprise and entrepreneurship

<i>Adaptation</i>	When goods or services are altered to meet customer needs
<i>Adding value</i>	Improving a product to make it more profitable
<i>Brand</i>	A name, symbol or logo given to a product to identify it
<i>Brand image</i>	The perception someone has of a product
<i>Choice</i>	Another word for selection
<i>Competitor</i>	This is a rival organisation that sells the same product as your organisation
<i>Confidence</i>	Feeling certain about the truth of something
<i>Consumer</i>	A person who buys or utilises goods or services
<i>Convenient</i>	Easy to use or put in place
<i>Creativity</i>	The use of imagination to make something new
<i>Determination</i>	When someone has great willpower to do something
<i>Dynamic</i>	Having lots of energy and ideas
<i>Enterprise</i>	Ability to spot a business opportunity
<i>Entrepreneur</i>	An individual who sets up their own business, usually with some risk
<i>Ethical</i>	When a business cares for the environment
<i>Goods</i>	Products made in a business
<i>Needs</i>	What a person must have to survive, e.g. water, food
<i>Obsolete</i>	When a product is out of date
<i>Opportunity cost</i>	Something that is given up in order to do something else
<i>Original</i>	The first version of a product to be made
<i>Reward</i>	Given to an employee for effort, hard work and achievement
<i>Calculated risk</i>	An uncertain situation which has been considered by the business
<i>Security</i>	A business has this when it is not at risk financially
<i>Customer service</i>	Helping or doing something for a customer