



Keyword Activities for AS / A Level Edexcel Business

Theme 1: Marketing and People

Update v1.1, May 2024



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Crossword Solutions	12 pages
Jumbo Crossword and Solution	4 pages

Topics:

1.1.1.	The Market
1.1.2.	Market Research
1.2.1.	Supply and Demand
1.2.4.	Elasticities of Demand
1.3.2.	Product Design and Branding
1.3.3. – 1.3.4.	Pricing and Distribution
1.3.5.	Marketing Strategy
1.4.1.	Managing People
1.4.3.	Organisational Design
1.4.4.	Motivation in Theory and Practice
1.5.1.	Entrepreneurs and Leadership
1.5.4.	Business Objectives and Structures

Teacher's Introduction

Overview

This resource has been produced to support teaching and learning of the **AS/A Level (Year 1) Edexcel Business** specification. The learning content is covered by the following sets of keywords with matching descriptions, which cover all of the topics for Theme 1.

1.1.1.	The Market
1.1.2.	Market Research
1.2.1.	Supply and Demand
1.2.4.	Elasticities of Demand
1.3.2.	Product Design and Branding
1.3.3. – 1.3.4.	Pricing and Distribution

1.3.5.	Marketing Strategy
1.4.1.	Managing People
1.4.3.	Organisational Design
1.4.4.	Motivation in Theory and Practice
1.5.1.	Entrepreneurs and Leadership
1.5.4.	Business Objectives and Structures

For each set, there are a number of different keyword activities designed to give you a range of different options for classroom, 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 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.

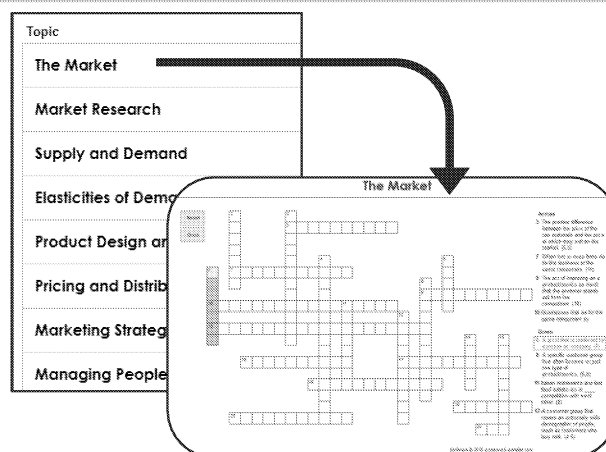


2. Interactive Crossword Menu



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).



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References to CD removed

Activity Types

All activities are provided as PDF files, allowing for easy printing and sharing on your school's internal network or VLE. All the single-page activities (*crosswords*, *match-up* and *table fill*), as well as the solutions, are also provided on paper.

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 to ease students into their revision programme.

✓ PDF ✓ PAPER



INTERACTIVE

In addition to the photocopiable worksheets and PDF, the crosswords are provided in interactive format on the accompanying CD-ROM. 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 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 of the chain, then students have gone wrong somewhere.

Match-up

Students match descriptions to their keyword 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 each card and stick together so the keyword is on one side and the definition on the other. In addition, students could use these to play a game of pairs. Cut each card in two and place face down on the table. Students will then take it in turns to turn over two cards with the aim of matching up 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, they 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 pupils 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 80 activities –
6 or 7 activities for each of the 12 topics.

The resource covers 196 key terms.

The Market *(Bingo)*

<i>Added Value</i>	<i>Competition</i>	<i>Direct competition</i>
<i>Market Growth</i>	<i>Market Share</i>	<i>Static market</i>
<i>Innovation</i>	<i>Dynamic market</i>	<i>Differentiation</i>

Additional Terms:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

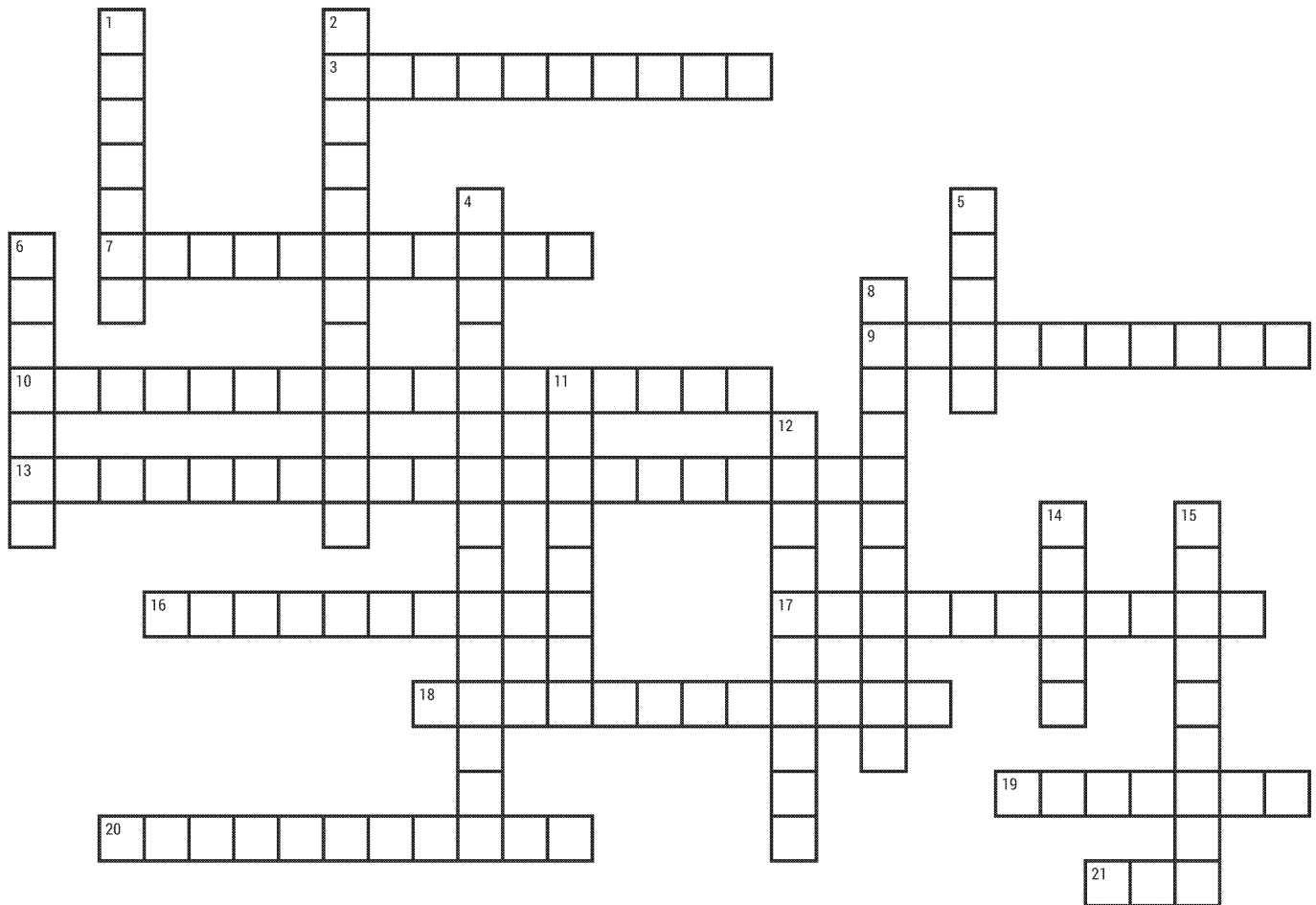
The Market *(Bingo)*

<i>Uncertainty</i>	<i>Service</i>	<i>Competition</i>
<i>Static market</i>	<i>Market size</i>	<i>Trend</i>
<i>Market Share</i>	<i>Risk</i>	<i>Dynamic market</i>

Additional Terms:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

The Market



Across

- 3 The positive difference between the price of the raw materials and the price at which they sell on the market. (5,5)
- 7 When two or more firms vie for the business of the same consumers. (11)
- 9 The act of improving on a product/service so much that the producer stands out from the competition. (10)
- 10 Businesses that vie for the same consumers by providing similar products/services. (6,11)
- 13 When a business positively distinguishes itself from its rivals. Customers seek out this business's goods over any others because it is perceived to have an edge over the rest. (11,9)
- 16 The value or volume of businesses and consumers active in the buying and selling of any particular good(s). (6,4)
- 17 The percentage of control that one company has over an entire market. (6,5)
- 18 A market wherein demand neither increases nor decreases by any significant amount, regardless of changing factors, such as the dairy and supermarket bread industries. (6,6)
- 19 Type of market, such as the electronics industry, that is always changing. (7)
- 20 The possibility of failure that is beyond the control of a business. (11)
- 21 The defining feature of a product or service that makes it stand out from the competition. (3)

Down

- 1 Spain's beaches and warm weather makes it a major player in Europe's _____ industry. (7)
- 2 The rate of increase in business activity between firms selling and consumers buying a particular good or service. (6,6)
- 4 The way in which a business distinguishes its products from any rival products. (15)
- 5 The direction in which fashions and tastes are moving. (5)
- 6 A good that is produced by a person or company. (7)
- 8 A specific customer group that often focuses on just one type of product/service. (5,6)
- 11 Italian restaurants and fast food outlets are in ____ competition with each other. (8)
- 12 A customer group that covers an extremely wide demographic of people, such as customers who buy milk. (4,6)
- 14 Businesses take _____ whenever they makes decisions that have possible consequences. (5)
- 15 What diagram shows the products/services that serve a consumer group across an axis, such as size and cost? (6,3)

The Market (Dominoes)

– START –	The possibility of failure that is beyond the control of a business.	Uncertainty	The percentage of control that one company has over an entire market.
Market Share	The rate of increase in business activity between firms selling and consumers buying a particular good or service.	Market Growth	The positive difference between the price of the raw materials and the price at which they sell on the market.
Added Value	A customer group that covers an extremely wide demographic of people, such as customers who buy milk.	Mass market	A specific customer group that often focuses on just one type of product/service.
Niche market	The direction in which fashions and tastes are moving.	Trend	When two or more firms vie for the business of the same consumers.
Competition	Businesses that vie for the same consumers by providing similar products/services.	Direct competition	A market wherein demand can frequently change due to factors such as consumer trends and emerging businesses.

The Market (Flash Cards)

The possibility of failure that is beyond the control of a business.	<i>Uncertainty</i>
--	---------------------------

The percentage of control that one company has over an entire market.	<i>Market Share</i>
---	----------------------------

The rate of increase in business activity between firms selling and consumers buying a particular good or service.	<i>Market Growth</i>
--	-----------------------------

The positive difference between the price of the raw materials and the price at which they sell on the market.	<i>Added Value</i>
--	---------------------------

A customer group that covers an extremely wide demographic of people, such as customers who buy milk.	<i>Mass market</i>
---	---------------------------

A specific customer group that often focuses on just one type of product/service.	<i>Niche market</i>
---	----------------------------

The direction in which fashions and tastes are moving.	<i>Trend</i>
--	---------------------

When two or more firms vie for the business of the same consumers.	<i>Competition</i>
--	---------------------------

Businesses that vie for the same consumers by providing similar products/services.	<i>Direct competition</i>
--	----------------------------------

A market wherein demand can frequently change due to factors such as consumer trends and emerging businesses.	<i>Dynamic market</i>
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The Market *(Match Up)*

A customer group that covers an extremely wide demographic of people, such as customers who buy milk.
A facility that is provided by a person or company.
A good that is produced by a person or company.
A market wherein demand can frequently change due to factors such as consumer trends and emerging businesses.
A market wherein demand neither increases nor decreases by any significant amount, regardless of changing factors, such as the dairy and supermarket bread industries.
A possible consequence of a business decision.
A specific customer group that often focuses on just one type of product/service.
Businesses that vie for the same consumers by offering different products/services, e.g. bowling alleys and laser tag.
Businesses that vie for the same consumers by providing similar products/services.
Diagram set out on two axes, e.g. price and quality, comparing competitors to see whether there is a gap that a business can fill.
The act of improving on a product/service so much that the producer stands out from the competition.
The defining feature of a product or service that makes it stand out from the competition.
The direction in which fashions and tastes are moving.
The percentage of control that one company has over an entire market.
The positive difference between the price of the raw materials and the price at which they sell on the market.
The possibility of failure that is beyond the control of a business.
The rate of increase in business activity between firms selling and consumers buying a particular good or service.
The value or volume of businesses and consumers active in the buying and selling of any particular good(s).
The way in which a business distinguishes its products from any rival products.
When a business positively distinguishes itself from its rivals. Customers seek out this business's goods over any others because it is perceived to have an edge over the rest.
When two or more firms vie for the business of the same consumers.

<i>Uncertainty</i>
<i>Market Share</i>
<i>Market Growth</i>
<i>Added Value</i>
<i>Mass market</i>
<i>Niche market</i>
<i>Trend</i>
<i>Competition</i>
<i>Direct competition</i>
<i>Dynamic market</i>
<i>Indirect competition</i>
<i>Innovation</i>
<i>Market size</i>
<i>Risk</i>
<i>Static market</i>
<i>Competitive advantage</i>
<i>Market Map</i>
<i>Product</i>
<i>Service</i>
<i>Unique selling point</i>
<i>Differentiation</i>

The Market *(Table Fill)*

The possibility of failure that is beyond the control of a business.	
The percentage of control that one company has over an entire market.	
The rate of increase in business activity between firms selling and consumers buying a particular good or service.	
The positive difference between the price of the raw materials and the price at which they sell on the market.	
A customer group that covers an extremely wide demographic of people, such as customers who buy milk.	
A specific customer group that often focuses on just one type of product/service.	
The direction in which fashions and tastes are moving.	
When two or more firms vie for the business of the same consumers.	
Businesses that vie for the same consumers by providing similar products/services.	
A market wherein demand can frequently change due to factors such as consumer trends and emerging businesses.	
Businesses that vie for the same consumers by offering different products/services, e.g. bowling alleys and laser tag.	
The act of improving on a product/service so much that the producer stands out from the competition.	
The value or volume of businesses and consumers active in the buying and selling of any particular good(s).	
A possible consequence of a business decision.	
A market wherein demand neither increases nor decreases by any significant amount, regardless of changing factors, such as the dairy and supermarket bread industries.	
When a business positively distinguishes itself from its rivals. Customers seek out this business's goods over any others because it is perceived to have an edge over the rest.	
Diagram set out on two axes, e.g. price and quality, comparing competitors to see whether there is a gap that a business can fill.	
A good that is produced by a person or company.	
A facility that is provided by a person or company.	
The defining feature of a product or service that makes it stand out from the competition.	
The way in which a business distinguishes its products from any rival products.	

The Market

Uncertainty	The possibility of failure that is beyond the control of a business.
Market Share	The percentage of control that one company has over an entire market.
Market Growth	The rate of increase in business activity between firms selling and consumers buying a particular good or service.
Added Value	The positive difference between the price of the raw materials and the price at which they sell on the market.
Mass market	A customer group that covers an extremely wide demographic of people, such as customers who buy milk.
Niche market	A specific customer group that often focuses on just one type of product/service.
Trend	The direction in which fashions and tastes are moving.
Competition	When two or more firms vie for the business of the same consumers.
Direct competition	Businesses that vie for the same consumers by providing similar products/services.
Dynamic market	A market wherein demand can frequently change due to factors such as consumer trends and emerging businesses.
Indirect competition	Businesses that vie for the same consumers by offering different products/services, e.g. bowling alleys and laser tag.
Innovation	The act of improving on a product/service so much that the producer stands out from the competition.
Market size	The value or volume of businesses and consumers active in the buying and selling of any particular good(s).
Risk	A possible consequence of a business decision.
Static market	A market wherein demand neither increases nor decreases by any significant amount, regardless of changing factors, such as the dairy and supermarket bread industries.
Competitive advantage	When a business positively distinguishes itself from its rivals. Customers seek out this business's goods over any others because it is perceived to have an edge over the rest.
Market Map	Diagram set out on two axes, e.g. price and quality, comparing competitors to see whether there is a gap that a business can fill.
Product	A good that is produced by a person or company.
Service	A facility that is provided by a person or company.
Unique selling point	The defining feature of a product or service that makes it stand out from the competition.
Differentiation	The way in which a business distinguishes its products from any rival products.