

# YEAR 1 BUSINESS STUDIES

## Avoid answering questions like a 'man on the street'!!

*Blix is a large toy manufacturer based in the Midlands. Blix produce a toy that consists of interlocking plastic building blocks aimed specifically at pre-school aged children. Blix operate in a market with lots of competitors. The estimated PED of the market is -2.*

Answer the following question: *How can training improve a workforce?*

Get friends and family involved and make a note of their answers, what 'terms' did they use that you thought were interesting? How much **depth** did they go in to? Write your answer(s) below:

Now you should research each of the key terms and use them in your answer: Motivation, Productivity, Labour Unit Costs, Unit cost, Price Elasticity of Demand, Competitiveness.

The more links to key terms you use, the less of a 'man on the street' answer yours becomes. This shows you have learnt business studies and are not just making obvious statements (as most 'men on the street' can). Write your answer on a separate sheet.

### EXTRA:

Linked reading and theories:

Management styles, Blake Mouton Grid, Tannenbaum and Schmidt

HR performance calculations: labour productivity, labour unit cost, labour turnover, capacity utilization

Motivation theories: Maslow's hierarchy of needs, Herzberg, Mayo, Taylor

Price Elasticity of Demand

### CONTACT:

See below for details that will be included re: summer response times

You can email **Mrs Cook** if you have any questions regarding the course or these induction tasks:

[Laura.Cook@ashfield.notts.sch.uk](mailto:Laura.Cook@ashfield.notts.sch.uk)

For the best chance of a quick reply, please do this before the summer break.