AS Business / 1st year Linear Induction Task

Welcome to Business!  
  
 [](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&uact=8&ved=0CAcQjRw&url=http://www.trawden.lancs.sch.uk/index.php?category_id%3D35&ei=G5eSVZTTJeXZ7gb0tIuQBg&bvm=bv.96783405,d.ZGU&psig=AFQjCNH4NJyef5iECWDcooRnRWt4v0HcYA&ust=1435756674838416)

We hope you have an enjoyable and rewarding time on the course. To begin with, here is a short task to get you used to the type of work that will be expected of you and start coverage of ‘Enterprise’, which is a part of your Component 1 syllabus.

Please prepare this piece of work ready for your first Business lesson. If you have two teachers, it might be the second teacher you see who will need this work from you, but bring your piece of work to your first class just in case!

***The Task:***

This task requires you to do some research and make some assumptions about peoples’ needs and wants.

1. Research and define the terms ‘**NEED’** and ‘**WANT’**.
2. Write a few points on the following:

* Explain how the **needs** of customers in 21st Century UK differ from **needs** of customers in 1940s UK.

Explain how the **wants** of customers in 21st Century UK differ from **wants** of customers in 1940s UK.

1. Research and define the term ‘**ENTREPRENEUR**’ and explain at least three **financial** and three **non-financial** motivations of entrepreneurs.

This work will form the basis for a class discussion so please be prepared to justify your views and build on the explanations you give.

See you in class,

The Business Studies Team