

Business BTEC
Welcome to College Summer Homework 2019

Research for Unit 12

Using the internet, find quantitative and qualitative evidence for the following:

1. The value of e-commerce
2. The growth of m-commerce (business conducted via mobile devices)
3. The reasons for its growth
4. The benefits of internet marketing to businesses and customers
5. The challenges and drawbacks of Internet marketing for businesses and customers

Ensure you include the web-link from which you obtained the information.

Research for unit 1

What is a stakeholder?

List 5 stakeholders for a particular business.

Research definitions, advantages and disadvantages the following:

- Sole trader
- Partnership
- Private Limited Company
- Public Limited Company

Give definitions of the following

- Interest rates
- Inflation
- GDP
- Exchange rate