1.1 Business activity and stakeholders

Name: ____________ Class: ________ Date: ____________ **Total: 13 marks**

KEY WORDS business 企业 • stakeholder 利益相关者 • primary sector 第一产业 • limited company 有限公司

Objective

Use the core ideas in **business activity 商业活动** to explain a business decision: what a business does, its ownership, sectors, and stakeholders.

You must be able to:

- identify the primary, secondary, and tertiary sectors
- distinguish sole traders, partnerships, and limited companies
- explain an effect of a decision on a named stakeholder

1 Worked examples

■ Sector first, then reason

A farm grows strawberries. It is in the **primary sector 第一产业** because it extracts or grows a raw material. A factory turning strawberries into jam is secondary; a café selling the jam is tertiary.

■ Stakeholder analysis

A café extends opening hours.

- **Customers 顾客** gain more time to buy food.
- **Staff 员工** may lose evening time and may expect higher pay.
- The owner may gain sales but pay more wages.

Name a stakeholder and give a concrete effect. A list of names is not analysis.

2 Practice

2.1 A company mines copper. State its business sector. [1]

2.2 A company turns copper into electrical wire. State its sector. [1]

2.3 Explain one difference between a sole trader and a limited company. [2]

3 Exam-style questions

3.1 A bakery plans to raise the price of a popular cake. Explain one likely effect on customers and one likely effect on the owner. [4]

3.2 The owner of a new repair shop must choose between operating as a sole trader or a limited company. Recommend one form and justify your recommendation. [5]