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| Q1 | **Fill in the gaps** |
| A business is an organisation that provides goods or services for people to buy to satisfy their needs. When starting a business, an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ may have spotted a \_\_\_\_\_\_\_\_\_\_ in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or believe that they can offer goods or services that are much \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ than what is currently available to consumers. This may be a completely \_\_\_\_\_\_\_\_\_\_\_\_\_ idea, not seen in the market before, or an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to an existing good, service or idea. New ideas can come about due to changes in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, changes in what consumers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_or because a good or service is no longer demanded i.e. it has become \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
|  | ***Choose from:*** *adaptation; better; new; want; technology; market; entrepreneur; obsolete; gap* |

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| Q2 | **Match it! Match the reason why new business ideas come about to the most appropriate example** |
|  | **2.1** Changes in technology |  | **a.** CDs being replaced by different music formats |
|  | **2.2** Changes in what consumers want | **b.** Development of 4G |
|  | **2.3** Products and services becoming obsolete | **c.** Increased concern for healthy eating  |

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| Q3 | **Key terms! Explain the meaning of each of the following…**  |
|  | **3.1 Original ideas**  |
|  | **3.2 Adapting existing products/services/ideas**  |
| Q4 | **Original or adaptation? Identify whether each of the following examples is an original idea or an adaptation of an existing product/service/idea** |
|  |  | **Original idea** | **Adapting existing product/service/idea** |
|  | **4.1** Dark chocolate Kit Kat  |  |  |
|  | **4.2** Hoverboard |  |  |
|  | **4.3** Snapchat |  |  |
|  | **4.4** iPhone 8 |  |  |
|  | **4.5** Coke Zero |  |  |

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| Q5 | **True or false? Identify if the following statements are true or false**  |
|  | **5.1** Research and development costs are likely to be less when adapting an existing product |  |
|  | **5.2** An original idea will always make the business more profit |  |
|  | **5.3** It is usually easier to adapt an existing product than think of a new one |  |
|  | **5.4** Developing a new product is usually a cheaper alternative for a business than adapting an existing product |  |
|  | **5.5** Adapting an existing idea will always be successful |  |