

Activity 1

Enterprise

Theme 1 (Spec references 1.2.1 and 1.2.2)

Watch the video clip on Dragons' Den (Levy Roots) and answer questions below:

1. Describe how Levy Roots demonstrates each of the following entrepreneurial roles:
 - a) Creative destruction (organising factors of production to create and set up a business enterprise)
 - b) Making decisions to operate, expand and develop a business
 - c) Selling the output for more than the cost of the inputs (adding value)

2. Suggest how Levy Roots might demonstrate each of the following entrepreneurial motives:
 - a) profit maximizing
 - b) ethical stance
 - c) social entrepreneurship
 - d) independence
 - e) home working