

Business vocabulary: recall, explain and use

Pupil activity and after-attempt self-check

Purpose: Recall each term, match it to a plain-language meaning and use it accurately in a short business explanation.

Use condition: Use after the teacher has introduced the words; cover meanings first, then check each term in a fresh example. Read the six cards, cover the meaning column and try to explain each word from memory. The examples are invented for practice.

Six practice cards

Revenue: money received from sales. Example: a stall sells 10 notebooks for £2 each, so sales revenue is £20.

Cost: money spent to make or sell something. Example: the notebooks cost the stall £12 in total.

Profit: revenue minus costs in this simplified example. Example: £20 minus £12 = £8.

Customer: a person or organisation buying a product. Market: buyers and sellers for a product. Marketing: activities used to understand customers and communicate an offer.

What to check

- Explain a term in your own words without changing its key meaning.
- Use revenue and cost figures consistently in the profit calculation.
- Distinguish a customer from a market and from marketing activity.
- Use only the invented example; do not treat it as a claim about a real business.

Practice task

Cover the definitions and write one meaning from memory for each word. Match customer, market and marketing to a fresh example of a school stationery stall. Calculate the practice profit from £20 revenue and £12 costs, then use two vocabulary terms in one explanation.

Steps

1. Read each word aloud and cover its meaning. Say a definition in your own words, then uncover the card and correct it using the key idea rather than copying the whole sentence.
2. Match each word to its example. Notice that revenue is money from sales, costs are amounts spent, and profit is revenue minus costs in this simplified example.
3. Choose two terms and use them in a short explanation of the fictional stall. Check that the numbers and relationships make sense; a familiar word is not evidence that the definition is accurate.

4. Check a second example in which costs change but sales stay the same. Ask which term changes and which remains fixed.

Working space

Term I can define without looking: _____

Example that shows its meaning: _____

Revenue £____ minus costs £____ = simplified profit £____

Two-term explanation: _____

Support and next action

Reveal one definition at a time, offer the first letter as a cue, or explain the word orally before writing. Keep the example numbers visible for the final check.

Next action: Ask students to explain how the revenue and cost figures produce the simplified profit. Correct a term by returning to its definition and example, then try a new number.

Check

A useful answer distinguishes revenue from profit, names costs as spending and uses at least two terms correctly in a complete explanation.

Limits

These are English Business terms with fictional examples; confirm the course glossary before use.

Self-check: use after your first attempt

Model response or judgement

The fictional stall receives £20 in revenue and has £12 in costs, so its simplified profit is £8. A customer buys a notebook; the market includes the people and sellers for notebooks; marketing is how the stall learns about those buyers and communicates its offer.