

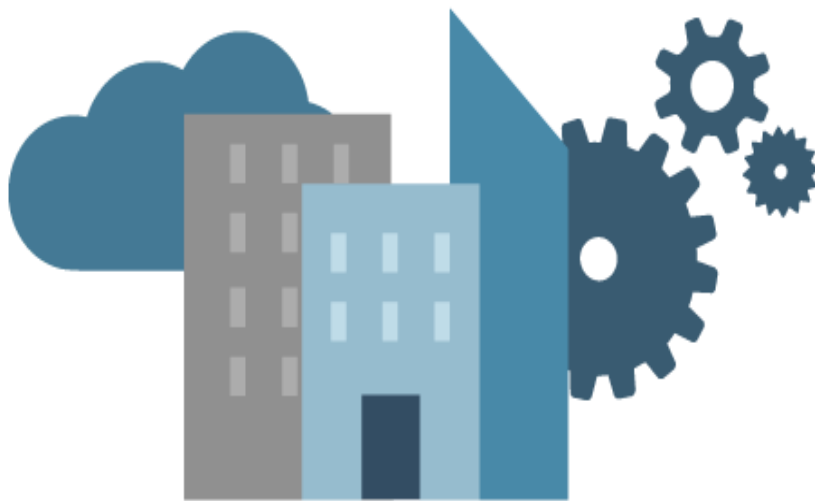
Component One

Assignment 2

BTEC Level 2 Tech Award in Enterprise

EXPLORING ENTERPRISE

KNOWLEDGE BOOKLET



NAME:

YEAR:

TEACHER:

1. Components.....	p.3
2. Understanding Assignment Titles.....	p.4
3. Learning Aims.....	p.5
4. Your Assignment Brief - Assignment 2.....	p.6
5. Criteria covered in this Task.....	p.8
6. Writing a Report.....	p.9
7. Market Research.....	p.10
8. Customer needs.....	p.11
9. Market segmentation.....	p.13
10. Customer needs.....	p.15
11. Using market research to understand customers.....	p.16
12. Understanding competitors.....	p.20
13. Competitor Maps.....	p.22
14. Market research log.....	p.24
15. Coursework Assignment 2 - Section A.....	p.27
16. Coursework Assignment 2 - Section B.....	p.34
17. Model answers.....	p.38
18. Closing the gap.....	p.43

Components

Learners are required to complete and achieve all the components included in the qualification.

Pearson BTEC Level 1/Level 2 Tech Award in Enterprise

1 Exploring Enterprises 36 1/2 Internal

2 Planning for and Running an Enterprise 36 1/2 Internal

3 Promotion and Finance for Enterprise 48 1/2 External and Synoptic

The qualification has three components that focus on the assessment of knowledge, skills and practices. These are all essential to developing a basis for progression and therefore learners need to demonstrate attainment across all components in order to achieve the qualification.

The components are strongly interrelated and they are best seen as part of an integrated whole rather than totally distinct study areas. Normally, learners will take this qualification over a two-year period or longer. This means that they must be given the opportunity to build their confidence in understanding the sector, vocational contexts and vocational attributes over a long period during the course of study before they are assessed.

As the interrelated components are not linked to occupational roles, certification is not available at component level.

Understanding Assignment Titles

There are numerous terms or command verbs that will be used in the specification. Most of them are very straightforward as follows:

Explain

Set out in detail the meaning of something, with reasons. More difficult than describe or list, so it can help to give an example to show what you mean. Start by introducing the topic, then give 'how' or 'why'

Describe

Give a clear description that includes all the relevant features; think of it as 'painting a picture with words'

Plan

Work out and plan how you would carry out a task or activity

Compare

Identify the main factors that apply in two or more situations and explain the similarities and differences or advantages and disadvantages

Assess

Give careful consideration to all the factors or events that apply and identify which are the most important or relevant

Justify

Give reasons or evidence to support your opinion or view to show how you arrived at these conclusions

Evaluate

Review the information then bring it together to form a conclusion. Give evidence for each of your views or statements

1 Exploring Enterprises 36 1/2 Internal

Component 1: Exploring Enterprises Levels: 1 and 2 Assessment type: Internal
Guided learning hours: 36 Component in brief Learners will examine different enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs. Introduction In this component, you will have the opportunity to develop knowledge and understanding of the different types of enterprise and their ownership, looking at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for levels of success. You will understand the importance of having a clear focus on the customer and the importance of meeting their needs. Enterprises can struggle if they do not carry out market research. It is important for you to develop relevant skills in market research and to analyse and be able to interpret your findings to support your understanding of customers and competitors. You will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making. You will discover how success can be monitored in an SME. This component will give you an understanding of the factors that contribute to a successful enterprise. You will develop transferable skills, such as research and data analysis, which will support your progression to Level 2 or 3 vocational or academic qualifications. Learning aims A Examine the characteristics of enterprises B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour C Investigate the factors that contribute to the success of an enterprise.

Learning Aims

A: Examine the characteristics of enterprises

B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour

C: Investigate the factors that contribute to the success of an enterprise

Your Assignment Brief - Assignment 2

A Report exploring how market research helps the selected enterprises meet customer needs and understand competitor behaviour.

Prepare a report that is split into the following two sections:

Section 1:

The design and use of market research in two local enterprises. This section must discuss how market research helps each of the selected enterprises meet customer needs and understand competitor behaviour.

This will include:

how each enterprise conducts its market research, for example:

- o the types of primary research used
- o the sources of secondary research used
- o the qualitative and quantitative data collected

Section 2:

The effectiveness of market research for one local enterprise

Choose one of the local enterprises selected in section 1, and assess the effectiveness of the market research methods used to ensure the enterprise:

1. meets its customers' needs
2. understands competitor behaviour

You must carefully consider: the extent to which the enterprise's methods of market research are or are not effective the reasons why you have reached these judgements which elements of the enterprise's market research are most important in deciding whether the market research is effective or not

Is there anything you do not understand

Do you have any question?

In summary what is your brief asking you to do?

Criteria covered in this Task

Criteria covered by Task 2:	
Criteria reference	To achieve the criteria you must show that you are able to:
B.2D2	Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.
B.2M2	Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.
B.2P3	Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.
B.1M3	Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.
B.1P3	Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.

Writing a Report

Title Page -This should briefly but explicitly describe the purpose of the report

Summary (Abstract) -The summary should briefly describe the content of the report. It should cover the aims of the report, what was found and what, if any, action is called for. Aim for about 1/2 a page in length and avoid detail or discussion; just outline the main points.

Contents (Table of Contents) -The contents page should list the different chapters and/or headings together with the page numbers. Your contents page should be presented in such a way that the reader can quickly scan the list of headings and locate a particular part of the report. You may want to number chapter headings and subheadings in addition to providing page references. Whatever numbering system you use, be sure that it is clear and consistent throughout.

Introduction -The introduction sets the scene for the main body of the report.

Discussion -The main body of the report is where you discuss your material.

Conclusion -In the conclusion you should show the overall significance of what has been covered.no new material should be introduced in the conclusion.

Appendices -Under this heading you should include all the supporting information you have used that is not published.

Bibliography -our bibliography should list, in alphabetical order by author, all published sources referred to in your report.

Keeping a List of References

When you write your report, it is a good idea to keep a list of references as you go, you can do this on the last page of your report, or keep a separate document, Your references should look like this and should be in alphabetical order-

Coca-cola.com. (2018). Coca-Cola Global. [online] Available at:
<http://www.coca-cola.com/> [Accessed 21 May 2018].

Use this website to help you create your references -<http://www.citethisforme.com/>

Market Research

Market research is the process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face

Market research provides relevant data to help solve marketing challenges that a business will most likely face--an integral part of the business planning process.

In fact, strategies such as market segmentation (identifying specific groups within a market) and product differentiation (creating an identity for a product or service that separates it from those of the competitors) are impossible to develop without market research.

Why do you think it is important for businesses to carry out market research?

What would happen if a business did not carry out market research?

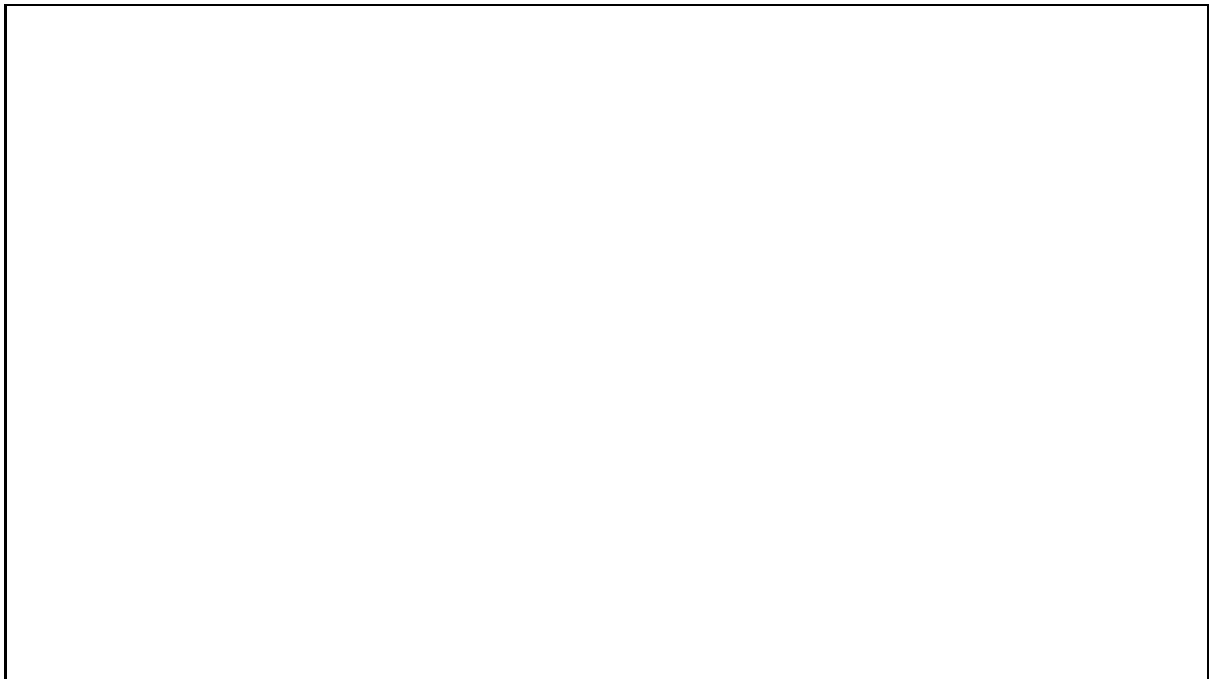
B1 Customer needs

Market research is important to anticipate and identify customer needs.

There are different ways of Identifying customer expectations:

- o **Customers expect to have good-value products**
- o **rapid response to enquiries**
- o **clear and honest information.**
- After-sales service is another way to anticipate and identify customer needs

NOTES



Workbook Questions

Questions

Why is it important to identify customers needs?

How can a business anticipate customers needs?

What is a good value product?

How can having a rapid response to enquiries meet customers needs?

Market segmentation

Different products can be linked to different kinds of customers according to age, gender, income, lifestyle and location, this is called Market segmentation.

Market segmentation helps businesses to reach a specific segment of the market by developing a product that matches their needs.

The drinks market is very segmented there will be specific drinks target towards children, adults, males and females.



NOTES

Thinking Time..



How does market segmentation help businesses?

How does market segmentation help identify customers needs?

Can you think of an example of market segmentation?

B1 Customer needs






The ways in which different products can be linked to different kinds of customers according to age, gender, income, lifestyle and location -

Activity. How are the different drinks suited to different market segments?

LO: To understand the importance of anticipating and identifying customers needs

B1 Customer needs

The ways in which different products can be linked to different kinds of customers according to age, gender, income, lifestyle and location - Activity. How are the different drinks suited to different market segments?

	Capri Sun Juice Drink Price:80p	Capri sun is target towards children, it is a cheaper product so that it is affordable for families with children or any income, the product is target towards both girls and boys and is targeted towards families with busy lifestyles providing a drink for children that is easy to use and dispose of. The straw also means that young children can drink the drink easily.
	Powerade energy drink Price:1.29	
	Vitamin water Price:1.49	
	Diet Coke Price: 80p	
	Voss Water Price:£2.99	

B2 Using market research to understand customers

Qualitative research – based on individual customer responses, open-ended questions.

Quantitative research – based on numerical and statistical data.

Market research involves two types of data:

Primary information

This is research you compile yourself or hire someone to gather for you.

Secondary information

This type of research is already compiled and organized for you. Examples of secondary information include reports and studies by government agencies, trade associations or other businesses within your industry. Most of the research you gather will most likely be secondary.

Quantitative or Qualitative?



B2 Using market research to understand customers

Types of Primary research

- questionnaires - using a set of qualitative and quantitative questions, e.g. face-to-face, telephone, post, on a website/social media site
- visits or observation – looking at and recording how people behave in situations in a structured way interviews or focus groups – talking to people to find out their views and experiences
- surveys – a quantitative method that involves asking people to fill in paper or online questionnaires.

Types of Secondary research

- online research
- internet searches,
- websites
- company materials
- market reports
- government reports.



Thinking Time...

What are the benefits of quantitative research?

Which do you think is more reliable quantitative or qualitative research?

Which do you think is more reliable primary or secondary research?

How would you collect primary research ?

B2 Using market research to understand customers

Primary or secondary research ?

	Primary or Secondary?	Qualitative or Quantitative ?
Creating questionnaires to ask your target market		
Looking at the average income in your local area		
Researching the market for your product		
Giving customers samples of your product and asking for feedback		

B3 Understanding competitors

Entrepreneurs need to make sure that they stay competitive, this means making sure that they stay ahead of their competitors in the market and offer benefits to their customers which will make them choose their products over their competitors.

The main features which make products competitive are:

- o **price** - Businesses can provide products at a lower price to attract more customers
- o **quality** Customers may choose a product because it is better quality
- o **availability** - If products are not available , then customers may buy from competitors
- o **unique features and selling points (USP)**- By having a unique feature ie, something that other products do not do customers may choose your product over competitors.

Questions

What do you think is the most important feature of what makes a product competitive?

What would be the impact of lowering the price of your product?

What may happen if you do not have your product available?

B3 Understanding competitors

Identifying competitors.

All businesses face competition. Even if you're the only restaurant in town you must compete with cinemas, bars and other businesses where your customers will spend their money instead of with you. With increased use of the Internet to buy goods and services and to find places to go, you are no longer just competing with your immediate neighbours. Indeed, you could find yourself competing with businesses from other countries.

- You can get clues to the existence of competitors from:
- local business directories
- your local Chamber of Commerce
- Advertising
- press reports
- Questionnaires
- searching on the Internet for similar products or services

You can understand competitors by looking at;

- the products or services they provide and how they market them to customers
- the prices they charge
- how they distribute and deliver
- How they enhance customer loyalty (loyalty cards etc)
- their brand and design values
- whether they innovate - business methods as well as products
- their staff numbers and the calibre of staff that they attract
- how they use IT - for example, if they're technology-aware and offer a website and email
- who owns the business and what sort of person they are
- their annual report - if they're a public company
- their media activities - check their website as well as local newspapers, radio, television and any outdoor advertising

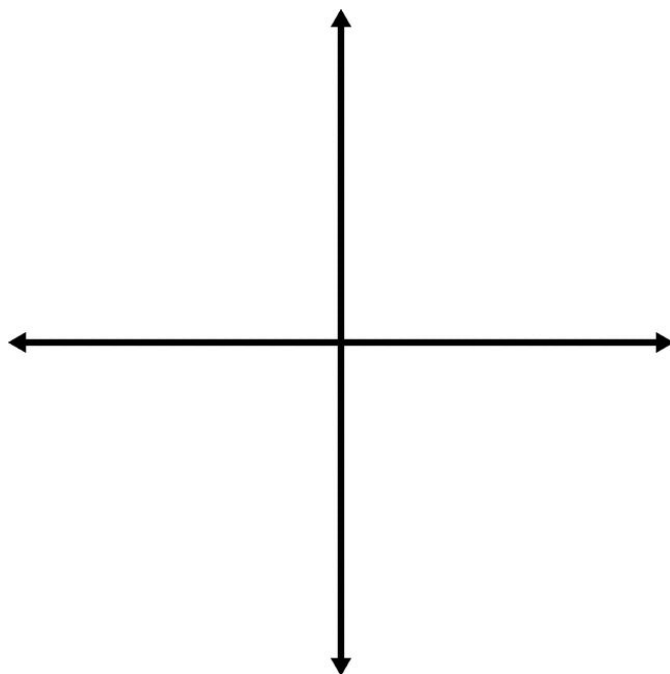
Competitor Maps

It's a good idea to know your brand positioning within your market, and a Competitor Analysis is a useful way to identify opportunities and threats.

A competitive map is a visualization of the competitive position of firms, brands, products, services or locations. This is often a basic graph of two variables that customers consider when making a purchase.

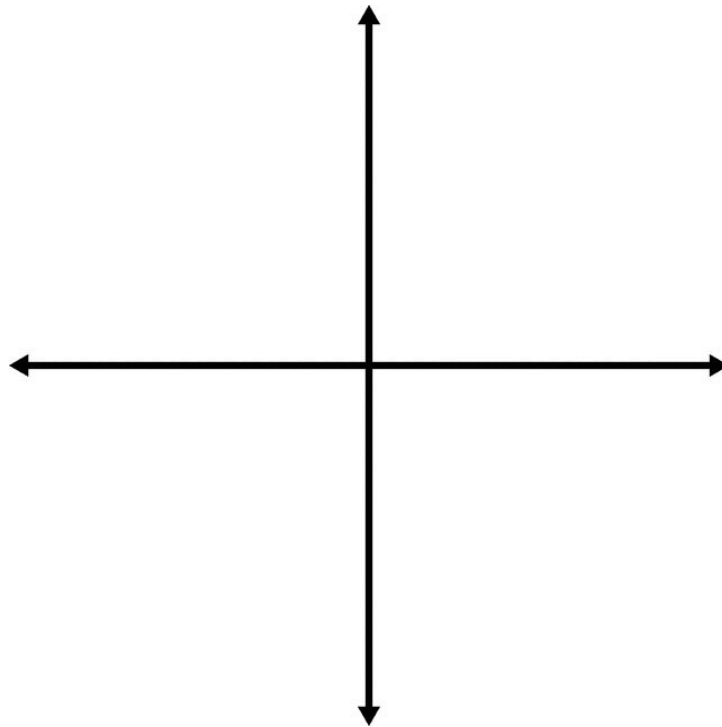
TASK:

1. Complete a competitor map for a business of your choice

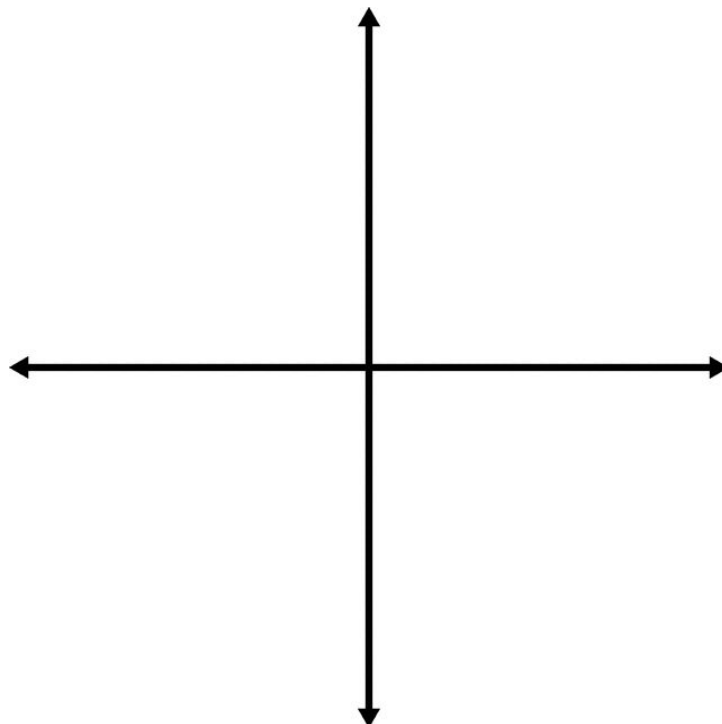


2. Now complete a competitor map for the two businesses you have chosen

1.



2.



B3 Understanding competitors

How products stand out from similar products in the market.

USP

Your USP or **Unique Selling Point** is what makes your business and its products/services different. It's what you offer that no-one else does in your market - whether that's higher quality, a lower price, a better customer experience or a new technological innovation.



1. What is coca cola's USP here?
2. How does it help to differentiate their product from competitors?
3. Why does this make coca cola competitive?
4. Do you think this was successful ?

[illegible]

Research Log - MARKET RESEARCH

	Business 1:	What type of research is it?	Business 2:	What type of research is it?
Has the business modelled their business on another successful business?				
Does the business give customers free samples etc?				
Does the business collect feedback via surveys, or online reviews?				
Does the business use social media to collect market research?				
What kind of statistics or government information could your business have used				

Your assignment

Task 2	<p>Task 2 is concerned with the market research activities undertaken by SME's. In particular, their use in assessing customer needs and competitor behaviour.</p> <p>For your selected enterprise make a formal presentation that considers how market research methods meet customer needs, discusses the effectiveness and appropriateness of the marketing methods, shows understanding of competitor behaviour and exemplifies how market research methods are designed to meet customer needs and investigate competitor behaviour. This should include methods of primary and secondary market research, and qualitative and quantitative analytical methods.</p> <p>Your presentation should conclude with an assessment of the effectiveness of the market research methods used to meet customer needs and understand the competitor behaviour in your selected enterprise.</p>
Checklist of evidence required	Record of Activity (Observation Record or Witness Statement)
Criteria covered by this task:	

Success criteria

For level 2 distinction: learners will produce a presentation with speaker notes that shows the market research methods used by two SMEs to meet customer needs and understand competitor behaviour. There will be some discussion regarding the appropriateness of the methods used and learners will assess how effective these methods are in providing sufficient information for one of the SMEs to be able to meet customer needs, and understand how their competitors behave.

Criteria covered by Task 2:	
Criteria reference	To achieve the criteria you must show that you are able to:
B.2D2	Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.
B.2M2	Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.
B.2P3	Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.
B.1M3	Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.
B.1P3	Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.

Coursework Assignment 2 - Section A

LO: To carry out research into **two real** small to medium local enterprises

Question/Task

Prepare a **PRESENTATION** that is split into the following two sections:

Section 1:

The design and use of market research in **two** local enterprises. This section must discuss how market research helps each of the selected enterprises meet customer needs and understand competitor behaviour.

This will include:

how each enterprise conducts its market research, for example:

- o the types of primary research used
- o the sources of secondary research used
- o the qualitative and quantitative data collected

Some sentence starters...

Market research is.....

Market research is important to help a business understand its target market and its competitors....

It is important for a business to research its competitors because..

Research into competition can be done by....

Market research helps 'BUSINESS NAME' meet customer needs by.....

Market research helps 'BUSINESS NAME' understand customer behaviour by.....


The types of primary research used by 'BUSINESS NAME' are...

The types of secondary research used by 'BUSINESS NAME' are...

The qualitative and quantitative data collected by 'BUSINESS NAME' is....

Extension

Why do you think this entrepreneur has been successful in business?

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.


This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

how each enterprise conducts its market research, for example:

- o the types of primary research used

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

the sources of secondary research used

[illegible]

[illegible]

o the qualitative and quantitative data collected

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Coursework Assignment 2 - Section B

Question/Task

Section 2:

The effectiveness of market research for one local enterprise

Choose **one** of the local enterprises selected in section 1

prepare a **REPORT** to assess the effectiveness of the market research methods used to ensure the enterprise:

1. meets its customers' needs
2. understands competitor behaviour

You must carefully consider:

- the **extent** to which the enterprise's methods of market research are or are not effective
- the **reasons** why you have reached these judgements which elements of the enterprise's market research are most important in deciding whether the market research is effective or not

Some sentence starters....

Market research is....

Market research is important because...

Explain the 4 types of market research...

Business name' has used primary research to meet its customer needs by using...

Business name' has used secondary research to meet its customer needs by using...

Business name' has used quantitative research to meet its customer needs by using...

Business name' has used qualitative research to meet its customer needs by using...

Understanding competitor behaviour is important because...

Businesses can understand competitors behaviour by....

Business Name has understand competitors behaviour by...

Business name's methods of market research are effective because...

However 'business names ' ' ways of market research are not effective because....

Assess the effectiveness of the market research methods used to ensure the enterprise:

1. meets its customers' needs

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

2. understands competitor behaviour

You must carefully consider:

-
- This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

MODEL ANSWER

Task 2: The Characteristics of Enterprises Learning Aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour

Task 2 Section 1: The design and use of market research in two local enterprises It is important to find out what the needs of your customers are to meet demands and sales. A business does market research to help identify gaps in the market and business opportunities plus they should know about market trends and that customer needs can change following new fashions or changing economic conditions to continue to make the business a success. Bow Blooms did some primary market research when it first opened. This was good because it let Mary work out what sorts of prices customers would be prepared to pay. To do this research Mary made up bouquets and asked people on the street for their opinions as to what she could charge, she also asked people about their favourite flowers and what they would like to see her sell in her shop.

She asked these questions face-to face and all the research was qualitative research, she asked the questions from a questionnaire and completed the forms and she did this for nearly 60 people. She also visited lots of florists and suppliers up to 40-miles away to get an idea for what they sold and the prices they charged for event flowers, and she recorded this information as notes to support her business plan. Knowing what customers wanted was important in setting up the business, and Mary keeps asking her customer's opinions when they come into the shop so she knows she is meeting their needs.

As a member of British Florist Association Mary gets monthly updates and has can go onto an online support system which gives her secondary research about what is popular and developments in floristry and this informs some of the decisions she makes in the shop. Knowing what her competitors are doing is important to Mary as she is a small business and needs to be sure she keeps her customers and not lose them to other florists. Bath and Tile Ltd do very similar research to Bow Blooms, they monitor what their competitors charge to support their business to meet customer needs and understand competitor behaviour and also use primary research as they ask every customer who comes into the shop wanting a new bathroom to complete their questionnaire. They have designed this form by themselves based on years of experience as an easy way to get all the information they need in one go. Although they are now a successful business they still need to know what customers want if they are to keep them. They also get lots of their secondary research from their

subscription to lots of trade magazines to see what is popular and get information such as The Installer which provides the latest news, product and training information to the plumbing industry and this gives them a good understanding of the market demands.

All customers when they have had their bathrooms finished are asked to complete a short questionnaire over the phone or by post or email which produces mainly quantitative research as it asks the customers to 'rate out of 8 the level of service received at different points on the customer journey'. They also allow customers to provide qualitative responses and sometimes these go on their testimonial pages on their website, this is an example of one. "As we are in our eighties we found that we were not able to use the bath and overhead shower any longer. We had attempted to find a suitable company but we were not impressed by their lack of interest. A long-standing friend had used Bath and Tile Ltd to upgrade two bathrooms and was delighted with the service and products received. We contacted the company who immediately sent out a staff member who appraised our situation and then produced a drawing on their new in-house design system giving us the benefit of seeing how our bathroom would look when finished. We received undivided attention when we visited their impressive showroom. Work on our bathroom proceeded perfectly and as a result we have a bathroom which we are really proud of and enjoy relaxing in. We would highly recommend Bath and Tiles Ltd to anyone wanting a new bathroom as you are guaranteed 110% service and satisfaction and a competitive price too."

MODEL ANSWER

Section 2: The effectiveness of market research for Bath and Tiles Ltd

Bathroom Design Questionnaire	
To best meet your expectations, we need to know about your lifestyle, needs, and desires. Please take a moment to complete the following questionnaire for your initial meeting with our representative. Keep in mind the more information we can gather now the better we can meet your desires and budget.	
To your knowledge how old is the existing bathroom to be remodeled? _____	
Do you plan to keep the same bathroom layout and simply make cosmetic changes? _____ If so which elements will remain and which will be replaced? _____ _____	
What improvements are you looking for in a new bathroom? ____ Additional Space ____ Updated Fixtures ____ Updated Cabinetry ____ Different Layout ____ Better Lighting ____ Other, please explain _____ _____	
What do you dislike most about your present bathroom? _____ _____ _____	
What do you like most about your present bathroom? _____ _____ _____	
List some details of the new bathroom that are important to you. _____ _____ _____	
Please check fixtures you would desire in your new bathroom: ____ Separate Tub and Shower ____ Jacuzzi Tub ____ Standard Tub ____ Shower System ____ Double Shower Heads ____ Hand Held Shower Head ____ Body Sprayer System	

Bath and Tiles Ltd use a questionnaire to make sure it meets the needs of their customers.

A copy of the first page of the questionnaire is on the left.

This way they learn what the customer wants. There is a section of the questionnaire which asks the customers what research they have done or for any other quotes they have received.

This allows them to see what their competitors have offered and if they can do better than their competition. 25 They use the customer responses to plan the bathroom to meet their needs. Doing this type of research is effective as their reviews and feedback they receive is between 98%- 100% satisfied when they are asked to review the service.

To investigate competitor behaviour Bath and Tiles Ltd staff do mystery visits at their competitors stores and showrooms to see what services they provide and use this to make what they do better. These visits are an example of primary research. When they visit their competitors or phone them to get questions answered to try and find out what their competitors do and sometimes they do visits to look at the price and quality offered by competitors and sometimes ask questions about the availability of the bathrooms.

To research competitors they also use internet research of large businesses such as Victoria Plumb. Bath and Tiles Ltd also use secondary research to understand customer needs and the websites and reports they use provide both quantitative and qualitative results. The most recent publication the business have used to inform their business decisions is the Bathroom Purchase Behaviour Report from the Trend Monitor website¹⁰. This has helped them understand what motivates customers buying a bathroom, what brand awareness they have why they choose the business they purchased from.

CLOSING THE GAP

Date:

Coursework Assignment 2 - Section A

[illegible]

[illegible]

CLOSING THE GAP

Date:

Coursework Assignment 2 - Section B

[illegible]

[illegible]

Closing The Gap Question

Date:

Misconceptions/ Misunderstanding

: _____

Question _____

Answer: _____

Closing The Gap Question

Date:

Misconceptions/ Misunderstanding

: _____

Question _____

Answer: _____

Closing The Gap Question

Date:

Misconceptions/ Misunderstanding

: _____

Question _____

Answer: _____

Closing The Gap Question

Date:

Misconceptions/ Misunderstanding

: _____

Question _____

Answer: _____

Closing The Gap Question

Date:

Misconceptions/ Misunderstanding

: _____

Question _____

Answer: _____

Closing The Gap Question

Date:

Misconceptions/ Misunderstanding

: _____

Question _____

Answer: _____

Closing The Gap Question

Date:

Misconceptions/ Misunderstanding

: _____

Question _____

Answer: _____

Closing The Gap Question

Date:

Misconceptions/ Misunderstanding

: _____

Question _____

Answer: _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

Knowledge Check

Date

1. _____
2. _____
3. _____
4. _____
5. _____

