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  The Big Idea

  When a solid is added to water, the solute is the water. Coffee grounds or grapes is the solute. The cup of coffee is the solution.

  Some solids dissolve in water, others do not. But mix with the use of water, and solids dissolve in the solution. When the solids dissolve in the solution, they are called **soluble**.

  **Can mixtures be separated?**

  Write down the procedure that you think will help you separate the mixture.

  **Solid Technique used to separate solids from mixture**

  1. **Technique used to separate solids from mixture**

  a. Wash a new teacup

  b. Write down the procedure that you think will help you separate the mixture.

  c. Write down the procedure that you think will help you separate the mixture.

  d. Write down the procedure that you think will help you separate the mixture.

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**Decomposers**

**Objectives:**
- Explain the role of decomposers.

**15.3 Recycling carbon**

Some products must be carbon compounds for replication. Oceans are the largest sink for the food chain. Each decomposer breaks down some carbon compounds for resources and other uses, passing through the food chain. The decomposition of all organic material results in a return of carbon dioxide to the atmosphere.

**Decomposers help decompose dead animals and plants.**

**Biological recycling**

- Carbon dioxide enters the atmosphere from burning fossil fuels.
- Plants absorb carbon dioxide from the atmosphere by photosynthesis.
- Carbon enters the trophic level via consumption by herbivores.
- Decomposers break down carbon compounds in the soil, returning them to the atmosphere.

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   1. Imagine you are one of the Whitby family. Write about your memories.
   2. Write a speech on whether or not school holidays should be abolished.
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Solving a problem

- **Example**: If a car travels 100 km in 2 hours, what is its average speed? (Distance / Time = Speed)

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Series components:

3.2.2 Quantitative and qualitative market research

**Survey**

Why carry out market research?

In 3.1 the importance of market research was identified for market-oriented businesses. Carrying out market research enables a business to identify new market opportunities. Potential customers might include when questioned ‘whether for a new product or service or an existing product or service (e.g., a vegetarian or vegan cut in a restaurant that does notCurrently have one).

Customer research will allow you to get a good idea of what customers value and what they are likely to be willing to pay. Customer research will enable you to design a product or service that will be attractive to potential customers.

Competitive research, in turn, will help you gain an advantage over your competitors. There are two main approaches to market research: qualitative and quantitative.

**Quantitative research**

There are a variety of approaches to market research, as outlined below:

- **Qualitative research**
  - **Survey**
  - **Lifestyle studies**
  - **Consumer panels**
  - **Focus groups**
  - **Impression tests**

**Qualitative research**

- **Survey**
  - **Respondents are asked a combination of questions to obtain information about the respondents’ attitudes, beliefs, and intentions.**
  - **Survey questions are used to determine the type of market research.**

**Do you know?**

- **Respondents are asked to rate the product on a scale from 1 (very poor) to 10 (excellent).**
  - **The respondents are asked to give reasons for their answers.**

- **Lifestyle studies**
  - **Respondents are asked to describe their lifestyle.**
  - **The respondents are asked to describe their typical day.**

- **Consumer panels**
  - **Respondents are asked to participate in ongoing research.**
  - **The respondents are asked to keep a diary of their purchases.**

- **Focus groups**
  - **Respondents are asked to participate in group discussions.**
  - **The respondents are asked to discuss their opinions.**

- **Impression tests**
  - **Respondents are asked to view a product.**
  - **The respondents are asked to provide comments on the product.**

**ACTIVITY**

Set out three questions that could be used as part of a quantitative research study to find out what type of mobile phones your family or friends use. Then set out two qualitative questions that would help to find out why they choose these particular phones.

**SUMMARY QUESTIONS**

1. In which of the following situations would quantitative research be more suitable than which qualitative research would be more suitable?
   - **A consumer panel study.**
   - **An interview with a customer.**
   - **A focus group discussion.**
   - **A survey of a sample of people.**

2. What are the advantages and disadvantages of each method?
   - **Quantitative research**
   - **Qualitative research**

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3 Final statements

Unit 3.1 Income statements

UNIT 3

Income statements

Income statement

Income from the operations of the business

Income from other activities of the business

1.3.1 Valuation of inventory

Why do we need to value inventory?

We need to value inventory (also known as stock) in order to calculate the profit or loss of the business. Inventory is a current asset and needs to be valued at the end of the accounting period. The balance sheet value of inventory is then used to determine the profit or loss for the period.

Activity 3.1.1

Once an order for a product has been placed, the business must ensure that the stock is available. This involves checking the inventory records to ensure that there is sufficient stock available to meet the demand.

Activity 3.5.1

Research a different strategy for managing inventory that could be used in an enterprise.

Skills spotlight

Select 2 different strategies for managing inventory and explain why they might be effective in different situations.

Key terms

Explain the terms associated with managing inventory and how they affect the financial performance of a business.

Activity 3.2.1

Research and write an essay on the importance of financial management in a business.

Examination

Explain the importance of financial management in a business and provide examples of how it affects the financial performance of a business.

Richard Branson

Sometimes, in business, you need to think outside the box. Richard Branson, the founder of Virgin Group, is a perfect example of this. He started his first business, a newspaper delivery service, at the age of 16. Today, Virgin Group is a global business with operations in over 30 countries.

Study tip

Create a mind map to help you understand the key concepts of managing inventory.

CASE STUDY

Shemi Shah

Shemi Shah is the founder of a start-up company that provides virtual reality experiences for businesses. She has been able to grow her business by focusing on innovation and creativity. Her approach has been to develop unique experiences that cater to the specific needs of each client.

Innovation

Innovation is the process of creating new ideas or products. It involves thinking outside the box and being willing to take risks.

Examination

Explain the importance of innovation in a business and provide examples of how it can lead to success.

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Build on existing knowledge

How hexadecimal is used

Introduction
You may have learned that it is very easy to convert binary numbers from hexadecimal. For instance, hexadecimal is used in computer memory. Each section contains a note about the use of hexadecimal.

- 'a' notation and other versions
  - 'a' notation
  - 'b' notation
- Hexadecimal numbers

The computer uses different coding systems, including hexadecimal. When binary data is transformed into hexadecimal, it is called hexadecimal.

- Hexadecimal is used to store, check, and understand binary.

Uses of hexadecimal

Main memory and the registers

ROM stores the “true” data. A ROM is read-only, so it is possible to store, check, and understand binary numbers.

- ROM stores the “true” data.
- A ROM is read-only.

Example: We can store the “true” data.

COLOURS

COLOURS The most common way to store colour information is by using two red, green, and blue values. These values are used to store information about the amount of red, green, and blue present in an image. The more red, green, and blue present in an image, the brighter the image appears. The actual amount of red, green, and blue present in an image is not visible to the human eye, but is visible to the computer.

- COLOURS
- The most common way to store colour information is by using two red, green, and blue values.
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1.3 Digital sound and video: activity (homework)

Match the description to the file type.

1. WAV

An audio format that uses very small files that do not require a high-quality recording.

2. MP3

A video format that uses very small files and are often used by radio and TV broadcasters who need high-quality recordings.

3. WAV

A container file that can combine different file formats such as audio, video, and interactive files.

4. MP4

A video format that uses very small files and are often used by radio and TV broadcasters who need high-quality recordings.

5. WAV

A container file that can combine different file formats such as audio, video, and interactive files.

Check answers 4 of 5
How did the United States react to Soviet expansionism?

Although the United States had no interest in the area where the Soviet Union decided to confront the West, it was alarmed by the Soviet threat. The early years of the Cold War saw a series of events and developments that strengthened the Soviet Union's position and led to a deterioration of relations between the two superpowers.

Early warning

President Truman was aware of the dangers posed by the Soviet Union, but he was also aware of the need to maintain the credibility of the United States. He believed that the United States could not afford to lose its deterrent power, and he was determined to maintain its ability to influence events in the Soviet Union.

The Eisenhower administration in the United States was committed to containing the spread of Soviet influence, and it took a number of steps to achieve this goal. It increased military spending, and it supported the development of nuclear weapons. It also sought to increase its influence in Europe, and it supported the development of alliances with other countries in Europe.

The Kennedy administration was committed to containing the spread of Soviet influence, and it took a number of steps to achieve this goal. It increased military spending, and it supported the development of nuclear weapons. It also sought to increase its influence in Europe, and it supported the development of alliances with other countries in Europe.

The Johnson administration was committed to containing the spread of Soviet influence, and it took a number of steps to achieve this goal. It increased military spending, and it supported the development of nuclear weapons. It also sought to increase its influence in Europe, and it supported the development of alliances with other countries in Europe.

The Nixon administration was committed to containing the spread of Soviet influence, and it took a number of steps to achieve this goal. It increased military spending, and it supported the development of nuclear weapons. It also sought to increase its influence in Europe, and it supported the development of alliances with other countries in Europe.

The Reagan administration was committed to containing the spread of Soviet influence, and it took a number of steps to achieve this goal. It increased military spending, and it supported the development of nuclear weapons. It also sought to increase its influence in Europe, and it supported the development of alliances with other countries in Europe.

The Bush administration was committed to containing the spread of Soviet influence, and it took a number of steps to achieve this goal. It increased military spending, and it supported the development of nuclear weapons. It also sought to increase its influence in Europe, and it supported the development of alliances with other countries in Europe.

The Clinton administration was committed to containing the spread of Soviet influence, and it took a number of steps to achieve this goal. It increased military spending, and it supported the development of nuclear weapons. It also sought to increase its influence in Europe, and it supported the development of alliances with other countries in Europe.

The George W. Bush administration was committed to containing the spread of Soviet influence, and it took a number of steps to achieve this goal. It increased military spending, and it supported the development of nuclear weapons. It also sought to increase its influence in Europe, and it supported the development of alliances with other countries in Europe.

The Obama administration was committed to containing the spread of Soviet influence, and it took a number of steps to achieve this goal. It increased military spending, and it supported the development of nuclear weapons. It also sought to increase its influence in Europe, and it supported the development of alliances with other countries in Europe.

The Trump administration was committed to containing the spread of Soviet influence, and it took a number of steps to achieve this goal. It increased military spending, and it supported the development of nuclear weapons. It also sought to increase its influence in Europe, and it supported the development of alliances with other countries in Europe.

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Activity A.4

Describe your school or college campus. What distinctive features does it have? How does it reflect the school’s ethos and values? Describe the atmosphere on different occasions such as during exams, sports events, or social gatherings.

Descriptive writing

In descriptive writing, the aim is to create a vivid picture in the reader’s mind. Choose words that convey the atmosphere, sights, sounds, and feelings associated with a particular place or event. Use sensory details to engage all five senses.

Activity A.4

Read the following text and answer the questions:

"The campus is a bustling hub of activity. The library is a quiet sanctuary for students to study and socialize. The sports field is a lively area for games and physical exertion. The art gallery showcases the latest works of students, providing inspiration for creative projects. The café is a popular spot for meetings and discussions."

1. What are the distinctive features of the campus described in the text?
2. How do these features reflect the school’s ethos and values?
3. Describe the atmosphere on different occasions such as during exams, sports events, or social gatherings.

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## 30.2 Polycrystalline compounds

In this section, we will learn to:

- Define polycrystalline.
- Explain the effect of changing the size of the primary crystal on the properties of the material.

### Defining Polycrystalline

Polycrystalline materials consist of many small crystals called grains, which are oriented in different directions. The individual crystals can be small or large, but they are not aligned in any particular way. The properties of polycrystalline materials depend on the size and shape of the grains, as well as their orientation and distribution.

### Effects of Grain Size

The size of the grains in a polycrystalline material affects its mechanical properties. Generally, materials with smaller grains have higher strength and toughness, while those with larger grains tend to be more ductile. The grain size also influences the material's electrical and thermal conductivity.

### Example

**Problem:** Consider a polycrystalline aluminum alloy with grains of different sizes. How would the mechanical properties of this material vary?

**Solution:** The mechanical properties of polycrystalline materials, such as strength and ductility, are strongly influenced by the grain size. Smaller grains lead to higher strength and lower ductility, while larger grains result in the opposite behavior. The grain size can be controlled during manufacturing processes to optimize the material's performance for specific applications.


## 30.3 Principles of organic synthesis

In this section, we will learn to:

- Understand the basics of organic synthesis.
- Design and carry out organic reactions.

### Principles of Organic Synthesis

Organic synthesis is the process of creating new organic compounds from simpler starting materials. The key aspects of organic synthesis include:

- **Reaction design:** Choosing the appropriate reaction conditions and reagents to achieve the desired product.
- **Yield optimization:** Maximizing the efficiency of the reaction to produce the target compound in high yield.
- **Safety considerations:** Ensuring that the reaction is carried out in a safe and controlled environment.

### Example

**Problem:** Design a synthesis route for the compound **X**.

**Solution:** One possible synthesis route for **X** involves the following steps:

1. **Step 1:** React **A** with **B** to form **C**.
2. **Step 2:** Treat **C** with **D** to yield **E**.
3. **Step 3:** Subject **E** to **F** to obtain **X**.

This route requires careful selection of reagents and conditions to ensure the desired product is obtained in high yield and with minimal byproducts.

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### Characteristics of the humid tropical and seasonally humid tropical climates

#### The humid tropical (equatorial) climate

- **Anatomy of the climate:**
  - **Humidity:** High humidity throughout the year, especially during the wet season.
  - **Temperature:** High temperatures all year round, with slight variations.
  - **Seasonality:** No significant seasonal variation in temperature or rainfall.

#### Case study: The climate of Singapore

- **Weather station:** Weather Station A, Singapore
- **Average annual temperature:** 25°C
- **Average annual rainfall:** 2,500 mm
- **Seasonal variation:** None

#### Table of climate data

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