



**What's the  
Difference**

# What's the Difference?

## Teachers Instructions

In pairs students have to clarify their understanding by explaining differences between key terms. Rather than just giving out definitions learned by rote the idea is students have to think about why the two terms differ which uses higher skills and encourages deeper learning. One student goes through list A asking their partner to explain differences in two terms. The other student can interject when required to help. At the end of list A the teacher asks which terms they struggled with and clarifies points. The student roles are then reversed for list B.



## List A

Random sampling  
and stratified sampling

Aim and objective

Revenue and profit

Qualitative and quantitative  
research

Contribution and profit

Permanent and temporary  
worker

Loan capital and venture  
capital

LTD and PLC

Primary and tertiary industry

Cash flow and profit

## List B

**Balance sheet and Income statement**

**Conciliation and arbitration**

**Market development and diversification**

**Internal and external economies of scale**

**Trade union and works council**

**Acid test ratio and gearing ratio**

**Payback and A.R.R.**

**Cell production and Kaizen**

**Marketing budget and marketing plan**

**Cost leadership strategy and differentiation strategy**