



Subject	Business Studies		
Title/Topic	Format	Length	Date / Lesson
Paper 1 – Marketing & Business finance	Exam Paper	45 minutes	Mon 6 March
Paper 2 – Operations & Business finance	Exam Paper	45 minutes	Tue 7 March

### This assessment will test my knowledge on...

The exam will consist of a mix of multiple-choice questions, short and long answer (12 mark) essay at the end of the paper

#### Business maths

Percentage change: increase and decrease –  $\frac{\text{new-old}}{\text{old}} \times 100 = X\%$   
(Use 000, of thousands, 000,000 of millions)

Interpret, apply and analyse information in written, graphical and numerical forms Use and interpret quantitative and non-quantitative information in order to make decisions

#### Indicative content

- Business set-up – sole traders, LTD, PLC
- Business growth
- Economies & diseconomies of scale
- Business finance – Costs of goods sold
- Business finance – calculating costs, revenue & profit (net/gross)
- Market research – Primary & Secondary research methods
- Market segmentation
- Marketing mix – Price
- Marketing mix – Product
- Marketing mix - Place
- Marketing mix – Distribution channels
- Marketing – Product life cycle (PLC)
- E-commerce and M-Commerce
- Boston Matrix
- Operations - Job Production and Flow
- Operations – Lean production methods: Just in time & Just in case
- Operations – Suppliers & quality



## What should I do to revise and prepare for this assessment?

To prepare for this assessment:

1. Use the booklets from lessons and exercise books to consolidate notes and create revision cards and mind maps to connect key topics and ideas
2. Use the Revision Guides loaned to you to help for revision
3. Create or buy flash cards to test yourself with friends & family
4. Use previous paper questions, topic test and PPE questions, mark schemes and examiner reports to develop answers
5. Use the AQA GCSE Business Revision guide and on-line textbook chapter reading
6. Use Past Papers to develop exam question exposure & complete past paper questions from the Home Learning Resource Centre
7. Revision apps such as Quizlet, Padlet, Popplet Lite for mind maps
8. Focus on your Long essay techniques
9. Judgements – answer the question, judgements must be based on your analysis not your thoughts
10. Use past paper practice on the key topics shown in the revision list

## What useful websites/resources could I use to help me prepare?

### Websites

BBC News: [www.bbc.co.uk/news/business](http://www.bbc.co.uk/news/business)

Business Case Studies: [www.businesscasestudies.co.uk](http://www.businesscasestudies.co.uk)

Taking the biz: <https://www.youtube.com/channel/UCIJ4pk3uzyWoeoBkGs0hxQ>

### Tutor2U – GCSE Business

<https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing>

### BBC Bitesize

Learn techniques for taking your GCSE Business exam with example questions, answers and case studies.

<https://www.bbc.co.uk/bitesize/examspecs/zvwb382>

### Padlet Resources

Here are some examples of resources available on Padlet:

<https://padlet.com/cpcooke/year10>

<https://padlet.com/spope2/theme2>

<https://padlet.com/igrimshaw/kzvkuwz49a3>

<https://padlet.com/spope2/theme1>

<https://padlet.com/etaylor10/business>