



Subject		Business Studies		
Title/Topic		Format	Length	Date & Time
Paper 1 – Marketing & global business		Exam paper	1 hour 30 minutes	Mon 27 February 9am – 10.30am (Amb)
In this assessment the topics I will be assessed on are...				
<p><b>Business maths</b>            Percentage change: increase and decrease – <math>\frac{\text{new-old}}{\text{old}} \times 100 = X\%</math>            (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.</p> <p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• Objectives of entrepreneurs</li> <li>• Objectives of businesses &amp; what is meant by a business objective</li> <li>• Adding value</li> <li>• Opportunity cost &amp; Trade off – what is given up as a consequence of a particular decision</li> <li>• Mass &amp; Niche market ambitions</li> <li>• Boston Matrix and its components</li> <li>• Channels of distribution – B2B &amp; B2C</li> <li>• Economies of scale</li> <li>• Global brands; power on mass markets – examples Nestle,</li> <li>• Methods of distribution: the agents (intermediaries) involved; benefits &amp; drawbacks of selling direct and indirect</li> <li>• Exchange rates &amp; calculations – measure the value of one currency in terms of another; appreciating &amp; depreciation of currency; its impact on customers; SPICED; WIDJEC</li> <li>• Business objectives – different objectives &amp; explanations of their meaning – profit/profit maximisation, customer satisfaction, growth, increase market share, increase sales, sustainability, etc.</li> <li>• Competitive advantage</li> <li>• Measures of success – increasing productivity, customer satisfaction, shareholder value, reputation, quality.</li> <li>• Impacts of economic cycle – downturns/recessions, increasing unemployment; impact on business.</li> <li>• Business ownership – sole traders, partnerships; benefits and drawbacks of different set ups</li> <li>• Marketing objectives</li> <li>• Forms of business set up – sole traders, LTD, PLC, franchising</li> <li>• Methods of growth (External) – Mergers, takeovers &amp; franchising</li> <li>• Legal controls include the use of legislation and government policies</li> <li>• Multinationals controlled using: political influence; pressure groups; Social media</li> </ul>				



### 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 A-level Business Revision guide and 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 – use of evaluation throughout essay (evaluate every paragraph-point included evaluation PIE)
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?

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

Tutor2U: [www.tutor2u.net](http://www.tutor2u.net)

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

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

AQA A-level Business:

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132>

Padlet Resources and revision:

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

[https://padlet.com/davey\\_raa/jkl6cjo9tcno](https://padlet.com/davey_raa/jkl6cjo9tcno)

<https://padlet.com/cpcooke>

<https://padlet.com/lucienneevans1/t4226cpfg6fv>

<https://padlet.com/siobhana/Business>