



Subject	GCSE Business Year 11	
Title/Topic	Format	Length
Paper 1 - Influences of business and HRM on business activity	Exam Paper	1hr 45mins
Paper 2 - Influences of marketing and finance on business activity	Exam Paper	1hr 45mins

In this Advent assessment I will be asked to show I can...

Students will usually be evaluated on their knowledge, comprehension, and application of business principles for a GCSE Business Paper 1 and Paper 2 examination. You will need to make business decisions and apply your knowledge to case studies and situations to make wise business decisions that weigh the advantages and disadvantages. Ensuring you answer the questions with logical reasoning based on your analysis. You will need to include application of real-world examples when possible, using case studies to demonstrate how business ideas/answers relate to the actual businesses.

You will need to prepare for all these topics because each of these areas examines a combination of knowledge, application, analysis, and evaluation skills

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

Multiple choice questions, plus a combination of short and long essays 12-mark.

Business math's

Percentage change: increase and decrease - $\frac{\text{new}-\text{old}}{\text{old}} \times 100 = X\%$

(Use 000, of thousands, 000,000 of millions)

Unit 1 - Business in the real world

- Objectives of entrepreneurs
- Stakeholders and objectives
- Difference - goods and services
- Opportunity cost - what is given up as a consequence of a particular decision
- Business objectives - different objectives & explanations of their meaning - profit/profit maximisation, customer satisfaction, growth, increase market share, increase sales, sustainability, etc.
- Measures of success - increasing productivity, customer satisfaction, shareholder value, reputation, quality.
- Impacts of economic cycle - downturns/recessions, increasing unemployment; impact on business.
- Identifying needs and wants; importance of.
- Factors of production - land, labour, capital, enterprise
- Business ownership - sole traders, partnerships; benefits and drawbacks of different set ups; explanation of each.



- Business planning - benefits of business plans e.g., setting targets, co-ordination, manage change, track progress, allows stakeholders to assess business e.g. banks
- Business location,
- Expanding a business (EOS & growth)

Unit 2 - Influences on business

- Technology
- Ethics & the environment
- Economic climate
- Exchange rates
- Globalisation
- Legislation
- Competitive environment,

Unit 4 - Human Resources

- Health & safety law - effect on business and explanation of its effect e.g., training, increased costs, inspections, risks of not following legislation, etc.
- Organisational structures - tall, flat; spans of control.
- Recruitment and selection processes - benefits and drawbacks of effective R&S; stages in the R&S process - Job analysis
- Maslow's Hierarchy of Needs - differences between needs and wants and explanations of each.
- Methods of motivation - methods of motivation financial & non-financial; profit sharing - benefits and drawbacks
- Benefits of centralised recruitment - specialist HR departments with specialist HR staff, staff have knowledge of employment law, centralised advertising, standardised approach, job adverts maintain legal requirements, HR staff in one place - no duplication of staff.
- Delayering - benefits and drawbacks; cost; redundancy payments; ethics of redundancy on business stance
- Training - benefits and drawbacks; costs; consequences of poor/no training e.g., lack of skills, demotivation of staff etc.

Unit 6 Finance

- Costs and Revenue
- Profit - Net, gross, margins; calculations
- Calculation of - Revenue; Average Rate of Return, Net Profit and Net Profit Margin.
- Sources of finance - Internal and external
- Cash flow - inflows; outflow; importance of cash flow; calculations opening/closing balance.

Unit 5 - Marketing

- Pricing strategies
- Market segmentation methods
- Market research - Primary and secondary



- Advertising methods -billboards, TV, Sponsorships
- Analysing marketing position - Importance of the Boston Matrix

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

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 with 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 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

Useful websites and revision resources:

Online study notes to support core topics in GCSE Business are available and you may wish to bookmark these for future revision.

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>