



Subject	Business	
Title/Topic	Format	Length
Paper 1 - Influences of operations and HRM on business activity	Written	45 mins
Paper 2 - Influences of marketing and finance on business activity	Written	45 mins

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

Answer questions on the following spec points:

3.1 Business in the real world:

3.1.1 The purpose and nature of businesses

3.2 Influences on business:

- 3.2.1 Technology
- 3.2.2 Ethical and environmental considerations
- 3.2.3 The economic climate on businesses
- 3.2.4 Globalisation
- 3.2.5 Legislation
- 3.2.6 Competitive environment

3.3 Business operations:

- 3.3.1 Production processes
- 3.3.2 The role of procurement
- 3.3.3 The concept of quality
- 3.3.4 Good customer services

3.4 Human resources:

- 3.4.1 Organisational structures
- 3.4.2 Recruitment and selection of employees
- 3.4.3 Motivating employees
- 3.4.4 Training

3.5 Marketing:

- 3.5.1 Identifying and understanding customers
- 3.5.2 Segmentation
- 3.5.3 The purpose and methods of market
- 3.5.4 The elements of the marketing mix: price, product, promotion and place (4Ps)

3.6 Finance:

- 3.6.1 Sources of finance
- 3.6.2 Cash flow
- 3.6.3 Financial terms and calculations
- 3.6.4 Analysing the financial performance of a business



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

To prepare for this assessment:

Use key terms booklet to test yourself.

Look through notes and plan questions

Use the revision guide.

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

BBC bitesize

Youtube video- Biconsesh, Two teachers.