



Subject	Business	
Title/Topic	Format	Length
Paper 1 – Business 1	Written Paper	2 hours

My Advent assessment will test my knowledge on...

You need to be able to answer questions on the following spec points:

3.1 What is business?

- 3.1.1 Understanding the nature and purpose of business
- 3.1.2 Understanding different business forms
- 3.1.3 Understanding that businesses operate within an external environment
- 3.2.2 Understanding management decision making
- 3.2.3 Understanding the role and importance of stakeholders

3.3 Marketing management

- 3.3.1 Setting marketing objectives
- 3.3.2 Understanding markets and customers
- 3.3.3 Making marketing decisions: segmentation, targeting, positioning
- 3.3.4 Making marketing decisions: using the marketing mix

3.4 Operational management

- 3.4.1 Setting operational objectives
- 3.4.2 Analysing operational performance
- 3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity
- 3.4.4 Making operational decisions to improve performance: improving quality

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



To prepare for this assessment:

Revise using your CGP revision guide.

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

1. Make use of the resources on Teams.
2. Make use of the FT app.