



Subject	Business	
Title/Topic	Format	Length
Paper 2 - Marketing and finance	Written	1hr 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

3.4 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.