GCSE Business Exam Preparation

Exam Board: AQA

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Year 10 Business Assessment Schedule

Half Term 1

- TAQ 1 – EAD: Week 7 – 12/10
- Assessment 1 – EAD: Week 5 – 28/9
- Assessment Type: Multiple choice questions and a set of case study based questions (2,4,6)

Topics	Key Concepts	R	A	G
3.3.1 Production processes	• Job production • Flow production • Lean production – Kaizen, JIT			

Revision Questions:

3.3.1 Production processes

1. What are the two methods of production?
2. Give an example of a product made by each method
3. Outline a benefit and drawback of each method
4. Define lean production
5. What are the main methods of lean production?
6. Why do businesses undertake lean production?

Half Term 2

- TAQ 2 – EAD: Week 9 – 2/11
- Assessment 2 – EAD: Week 13 – 30/11
- Assessment Type: Multiple choice questions and a set of case study based questions (2,4)

Topics	Key Concepts	R	A	G
3.3.2 The role of procurement	• JIT vs JIC • Factors affecting choice of supplier • Procurement & logistics – efficiency vs lower unit costs • The value of effective supply chain management			
3.3.3 The concept of quality	• Consequences of quality issues • Methods of maintaining consistent quality - TQM			

Revision Questions:

3.3.2 The role of procurement
1. Define procurement
2. Explain the difference between JIC and JIT
3. Outline a benefit and drawback of JIC and JIT
4. State three factors affecting the choice of supplier a business chooses
5. What is the difference between procurement and logistics?
6. State three benefits a business gains from managing the supply chain effectively

3.3.3 The concept of quality
1. Define quality
2. What methods can be used to help maintain quality standards?
3. State two benefits of maintaining quality
4. State two drawbacks of maintaining quality

Half Term 3

- TAQ 3 – EAD: Week 17 – 11/1
- Assessment 3 – EAD: Week 20 – 1/2
- Assessment Type: Multiple choice questions and a set of case study based questions (2,4,6)

Topics	Key Concepts	R	A	G
3.3.4 Good customer services	• Methods of good customer service – e.g. customer engagement • Benefits of good customer service • How ICT has impacted customer service operations			
3.5.1 Identifying and understanding customers	• The importance of identifying and satisfying customer needs			
3.5.2 Segmentation	• Types of segmentation –gender, age, income & location • Why businesses use segmentation			
3.5.3 The purpose and methods of market research	• Purpose of market research collection • Primary & secondary research • Qualitative & quantitative research • Market size & market share			

Revision Questions:

3.3.4 Good customer services

1. Define customer service
2. Why is good customer service important?
3. What are the dangers of poor customer service?
4. How can businesses offer good customer service?
5. How has ICT allowed customer service to be developed?

3.5.1 Identifying and understanding customers

1. State three reasons why it is important to identify and satisfy customer needs

3.5.2 Segmentation

1. Define segmentation
2. Explain the reason why businesses undertake segmentation
3. State three categories that businesses use to segment the market

3.5.3 The purpose and methods of market research

1. State three pieces of information that businesses try to collect when completing market research
2. Explain two reasons why businesses collect market research
3. Explain the difference between primary and secondary research
4. List three examples of primary research
5. List three examples of secondary research
6. State one benefit and one drawback of primary and secondary research
7. Explain the difference between quantitative data and qualitative data
8. Define market share
9. State the calculation for market share
10. If a business has a 20% market share and their sales are £800,000. What is the market size?

Half Term 4

- TAQ 4 – EAD: Week 23 – 1/3
- Assessment 4 – EAD: Week 25 – 15/3
- Assessment Type: Multiple choice questions and a set of case study based questions (2,4,6)

Topics	**Key Concepts**	**R**	**A**	**G**
3.5.3 The purpose and methods of market research	• Purpose of market research collection • Primary & secondary research • Qualitative & quantitative research • Market size & market share			
3.5.4 The elements of the marketing mix: price and product	• Pricing methods – price skimming, price penetration, competitive pricing, loss leader & cost plus • Factors influencing choice of pricing • Benefits & risks of developing new products • Product differentiation – USP • Product life cycle and extension strategies • Product portfolio – Boston Matrix			

Revision Questions:

3.5.3 The purpose and methods of market research

11. State three pieces of information that businesses try to collect when completing market research
12. Explain two reasons why businesses collect market research
13. Explain the difference between primary and secondary research
14. List three examples of primary research
15. List three examples of secondary research
16. State one benefit and one drawback of primary and secondary research
17. Explain the difference between quantitative data and qualitative data
18. Define market share
19. State the calculation for market share
20. If a business has a 20% market share and their sales are £800,000. What is the market size?

3.5.4 The elements of the marketing mix

1. State the five main pricing methods
2. Which pricing method refers to setting a high price when the product is originally launched?
3. State four factors that might influence what pricing method is undertaken by a business
4. Explain the inverse relationship between price and demand
5. Define product portfolio
6. State one benefit and one risk of developing new products
7. State three factors that businesses have to consider when designing new products
8. Define product differentiation
9. Give an example of a USP
10. State a chain of analysis starting with an increase in brand image (hint – what will this lead to?)
11. Define the product life cycle
12. State the stages of the product life cycle
13. State three examples of extension strategies
14. What are the four sections of the Boston matrix/box?
15. Explain how businesses use the Boston matrix
16. How does the Boston matrix link to the product life cycle

<u>Half Term 5</u>

- TAQ 5 – EAD: Week 32 – 17/5
- Assessment 5 – Year 10 Summer Exam: Week 28 – 19/4
- Assessment Type: Exam paper including a range of 2, 4, 6 and 9 mark questions

Topics	**Key Concepts**	**R**	**A**	**G**
3.1 Business in the Real World				
3.1.1 The purpose and nature of businesses	• Reasons for starting a business • Goods, services, needs & wants • Factors of production • Opportunity cost • Sectors of industry • Characteristics & objectives of entrepreneurs • Dynamic nature of business			
3.1.2 Business ownership	• Sole traders • Partnerships • Private limited companies (Ltd) • Public limited companies (PLC) - Not-for-profit organisations			
3.1.3 Setting business aims and objectives	• What are business aims and objectives • Purpose of setting objectives - Reasons for changing objectives			
3.1.4 Stakeholders	• Define and list stakeholders • Objectives of stakeholders • Impact of business activity on stakeholders • Impact and influence stakeholders have on businesses			
3.1.5 Business location	• Factors influencing the location decision of a business			
3.1.6 Business planning	• The purpose of business planning • The main sections within a business plan • Types of costs • Formula for revenue and profit			
3.1.7 Expanding a business	• Methods of expansion • Benefits and drawbacks of expansion • Economies of scale • Diseconomies of scale • Calculate average unit costs			

Topics	**Key Concepts**	**R**	**A**	**G**
3.4 Human Resources				
3.4.1 Organisational structures	• Organisational structures – span of control, chain of command, delayering and delegation • Tall or flat organisational structures • Why businesses have organisational structures • Centralisation and decentralisation			

3.4.2 Recruitment and selection of employees	• The need for recruitment • Internal vs external recruitment • Methods of recruitment & selection of employees - job analysis, job description, person specification, & selection methods • Contracts of employment – full time, part time, job share, zero-hour contracts • Benefits of effective recruitment & selection			
3.4.3 Motivating employees	• Benefits of a motivated workforce • Financial methods of motivation – salary, wage, commission and profit sharing • Non-financial methods of motivation – styles of management, training, greater responsibility & fringe benefits			
3.4.4 Training	• Benefits of training the workforce • Types of training undertaken by businesses – induction, on the job and off the job • Benefits and drawbacks of each type of training			

Topics	**Key Concepts**	**R**	**A**	**G**
3.3 Business Operations				
3.3.1 – 3.3.4	• All topics taught in year 10 identified above			

Topics	**Key Concepts**	**R**	**A**	**G**
3.5 Marketing				
3.5.1-3.5.3	• All topics taught in year 10 identified above			

Revision Questions:

3.1 Business in the real world

3.1.1 The Purpose and Nature of Businesses

1. Define a business
2. Define an entrepreneur
3. List three characteristics of an entrepreneur
4. List three objectives of an entrepreneur
5. List 3 reasons for starting a business?
6. What is the difference between goods and services?
7. What is the difference between needs and wants?
8. What are the four factors of production
9. Define opportunity cost
10. Define the three sectors of primary, secondary and tertiary and give examples of types of business that operate in each sector
11. What is meant by the dynamic nature of business?

3.1.2 Business Ownership

1. What are the main legal structures for businesses?
2. For each structure list one benefit and one drawback
3. Define limited liability
4. What is the difference between a Ltd and PLC?
5. What is the main aim of a not-for-profit organisation?

3.1.3 Setting Business Aims and Objectives

1. What is the difference between an aim and objective?

2. List 2 main aims and objectives of a new business?
3. Why do businesses set objectives?
4. Why do large businesses have different objectives to small businesses?
5. How can the success of a business be measured?

3.1.4 Stakeholders

1. Define stakeholders
2. List 5 main stakeholders of a business
3. For two stakeholders state their main objective
4. How do stakeholders influence business objectives?
5. State one conflict in objectives between stakeholders

3.1.5 Business Location

1. List 4 factors that would influence the location of a business

3.1.6 Business Planning

   2. Define a business plan
   3. List the main sections of a business plan
1. State 2 reasons why businesses create business plans
2. State one drawback (challenge) of business planning
3. Explain the difference between fixed and variable costs with an example for each
4. State the formula for total costs
5. State the formula for sales revenue
6. State the formula for profit

3.1.7 Expanding a Business

1. What is the difference between organic growth and inorganic growth?
2. State 2 methods of each type of growth
3. State a benefit and drawback of organic and external growth
4. Define economies of scale
5. What is the difference between purchasing and technical economies of scale?
6. Define diseconomies of scale
7. State three causes of diseconomies of scale
8. Calculate average unit costs

3.2 <u>Human resources</u>

3.4.1 Organisational structures

1. Define organisational structure
2. How does having an organisational structure benefit the business?
3. Define span of control
4. Define chain of command
5. State two benefits of having a tall organisational structure
6. State two benefits of having a flat organisational structure
7. Why can a tall organisational structure lead to diseconomies of scale?
8. What is meant by delayering?
9. Why do businesses use delegation?
10. What is the difference between centralisation and decentralisation?
11. When would a centralised structure be the best option?
12. When would a decentralised structure be the best option?
13. Why can decentralisation lead to improved motivation?

3.4.2 Recruitment and selection of employees

1. Why do businesses need to recruit staff?
2. What is the difference between part time and full-time staff?
3. State one benefit of full-time staff
4. State one benefit of part-time staff
5. Define a zero-hour contract
6. What is a job share?
7. What are the two types of recruitment?
8. What are the main methods used for each type?
9. State one benefit and one drawback of each type
10. What is a contract of employment?
11. List the stages of the recruitment and selection process
12. What is the difference between a person specification and job description?
13. State two benefits of an effective recruitment and selection process

3.4.3 Motivating employees

1. Define motivation
2. State two benefits of a motivated workforce
3. Define remuneration
4. What is the difference between a wage and a salary?
5. What factors influence the level of wages/salary paid?
6. Why do businesses increasingly use profit sharing as a method of motivation?
7. What is the name of the payment method when workers are paid based on their level of sales?
8. Define fringe benefits
9. What non-financial methods can be used to motivate staff?

3.4.4 Training

1. State three benefits of training the workforce
2. What are the three methods of training?
3. List one activity that might be undertaken in induction training?
4. State one benefit of induction training
5. State one benefit and one drawback of the other two types of training
6. State the type of business that would undertake each of the other two types of training

3.3 <u>Business Operations</u>

3.3.1 – 3.3.4 - All revision questions earlier in document

3.5 <u>Marketing</u>

3.5.1 + 3.5.2 + 3.5.3 + 3.5.4 (product, price) – All revision questions earlier in document

<u>Half Term 6</u>

- TAQ 6 – EAD: Week 34 – 7/6
- Assessment 4 – EAD: Week 38 – 12/7
- Assessment Type: Mocktail Challenge report and presentation

Topics	**Key Concepts**	**R**	**A**	**G**
3.5 Marketing				
3.5.1-3.5.3	• All topics taught in year 10 identified above			
3.5.4 The elements of the marketing mix: price, product, promotion and place (4Ps)	• Pricing methods – price skimming, price penetration, competitive pricing, loss leader & cost plus • Factors influencing choice of pricing • Benefits & risks of developing new products • Product differentiation – USP • Product life cycle and extension strategies • Product portfolio – Boston Matrix • Promotional methods and reasons for promotion • Factors influencing the selection of the promotional mix • Place – channels of distribution – retailers, wholesalers & telesales • Benefits & drawbacks of e-commerce & m-commerce			

Revision Questions:

3.5.4 The elements of the marketing mix

1. Define promotion
2. State two reasons why businesses undertake promotion
3. State four methods of promotion
4. What factors influence the selection of the promotional mix?
5. What is meant by place in the marketing mix?
6. What are the three main channels of distribution
7. What is a wholesaler?
8. What are meant by telesales?
9. Why are businesses increasingly using a direct channel of distribution?
10. How might your choices in the marketing mix change as you expand as a business?
11. What is meant by e-commerce?
12. What is one benefit of e-commerce?
13. What is one drawback of e-commerce?
14. What is m-commerce?
15. What is one benefit of m-commerce?

GCSE Business Revision and Exam Resources

1. Key Exam Technique:

2. Exam technique videos:
   Bizconsesh

3. Past paper questions: Revision Station

4. Subject knowledge videos:
   Tutor2u
   Takingthebiz
   Bizconsesh

5. Knowledge Organisers:

6. Revision questions:

7. MCQs:

8. Key Terms Flash Cards: