Year 11 GCSE Revision - Business

Week beginning	Topics for revision	Re-visit work	Suggested activities
5th March	**Business & Their Customers**	**Market Research** - Examples / Benefits / Drawbacks of; o Primary (Field) o Secondary (Desk) **Market Segmentation** - Examples o Age o Gender o Location o Income **Product Lifecycle** - Explanation; o Introduction o Growth o Maturity o Saturation o Decline o Extension **Marketing Mix** - ***Product*** o Brand o Mix o Range o USP o Packaging - ***Price*** – Explanation / Benefits / Drawbacks o Cost Plus o Skimming o Discrimination o Loss Leader o Penetration o Competitive - ***Place*** o Producer o Wholesaler o Retailer o Consumer o Ecommerce o Out of Town v Traditional	Create a mind map that includes all the content in the left hand column. **<u>Exam Questions</u>** 1. Which two of the following are methods of field research? A. Carrying out opinion polls B. Looking at government statistics C. Reading trade magazines D. Using focus groups 2. Identify a source of secondary research. 3. Identify a method of primary research 4. Explain the benefits of a company using primary research. 5. What is meant by the term brand? 6. Why do companies brand their products? 7. Sales for a product. 2008 = £1,000m; 2010 = £800m. What stage of the product life cycle do these figures show? 8. Suggest two promotional methods that could be used to attract customers. 9. Describe one function of a retailer.

		- ***Promotion –*** Explanation / Benefits / Drawbacks
		  - Media Advertising e.g. TV / Radio / Posters
		  - Sales Promotions e.g. BOGOF / 2for1
		  - Direct Marketing e.g. Telephone / Email
		Marketing Regulations
		- ASA
		- Pressure Groups
			Choose one of the following:
			
			Marketing Mix (2011)
			Market research shows that 4.3 million people in the United Kingdom enjoy horse riding. With so many people taking part in the activity, Sam and Mary are thinking of expanding their business by buying and equipping the shop next door.
			
			Suggest and evaluate how Sam and Mary can use the marketing mix (the 4 Ps) to encourage customers to use their business. (10)
			
			Marketing Mix (2012)
			Ruby and Dean have always wanted to start their own business. They have decided to set up their business, called Retro, on the outskirts of Swansea. Their shop will meet the increased demand for goods which were fashionable between 1950 and 1980. Some of the goods they will sell will be from the actual time and others will be reproductions. To help ensure the success of their business, Ruby and Dean know that they will need to advertise their business.
			
			Evaluate methods of advertising that could be used by Ruby and Dean. (8)
			
			Marketing Mix – Pricing (2013)
			Evaluate ways in which the **retailers** of audio and video equipment can use pricing strategies to maintain the sales of their products. (10)
			
			Marketing Mix – Price (2017)
			Christopher Williams had worked in the retail industry for 20 years. In 2016 he was made redundant. He believed that he had the characteristics to be a successful entrepreneur. He came up with the idea to set up his own sports shop called 'CW Sports', and used his redundancy money to set it up. As CW Sports faces competition

			from large and small retailers, setting the right price is important. Evaluate the various pricing strategies that might be used by CW Sports. (10) **Marketing Mix – Promotion (2015)** Agristore plc produces garden sheds and greenhouses. Some are produced using designs provided by individual customers and some are manufactured to standard designs and sizes. The standard products are sold by garden centres. Agristore plc would like to increase its sales to both individual customers and at garden centres. To do this, the Directors have decided to begin an advertising campaign. They cannot decide whether to spend most of their advertising budget on newspapers or on television. Should Agristore plc spend most of its advertising budget on newspaper or on television advertising? Justify your answer. (10) **Marketing – Place (2016)** PrettyinPink Ltd has been established for 5 years. The main shareholder and Managing Director, Mrs Emma Thomas, started the business from home, designing and making fashionable clothing for close friends and family. Since then, she has opened shops in several town centres, employing more than 20 people in total. Emma is interested in expanding the business even further. Due to the success of online clothes retailers such as ASOS, she is seriously considering setting up a website and selling her clothing range on the internet. Discuss whether or not selling on the internet would be a good idea for a business such as PrettyinPink Ltd. (8)

12th March	**Goods & Services**	**Goods & Services**
		- Explanations / Examples
		  o Producer Good
		  o Consumer Good
		  o Commercial Service
		  o Consumer / Personal Service
		Public & Private Sector
		- Explanation / Examples
		  o Public Sector
		  o Private Sector
		Production, Stock & Quality
		- Explanation / Benefits / Drawbacks
		  o Job Production
		  o Batch Production
		  o Flow Production
		  o Just in Time (JIT)
		  o Buffer Stock
		  o Quality Control
		  o Quality Assurance
		Functional Departments
		- Explanations of;
		  o Finance
		  o Marketing
		  o Human Resources
		  o Production
		Breakeven
		- Formulas / Explanations
		  o Breakeven Point (identify)
		  o Revenue
		  o Total Costs
		  o Total Variable Costs
		  o Fixed Costs
			Create a mind map that includes all the content in the left hand column.
			
			<u>Exam Questions</u>
			
			Kristen **sells an average of 100 displays** per month at a **price of £90**. Each balloon display **costs £20 to make**. She delivers them to venues costing her **£1 000 per month**, pays an assistant a wage of **£900 per month** and advertises in a local paper for **£150 per month**.
			
			Answer the questions below:
			1. What is meant by the term 'break-even'? (2 marks)
			2. Calculate Kristen's break-even point. (4 marks)
			3. Will Kirsten be able to take money out of the business? Justify your answer (3 marks)
			
			4. What is meant by the term 'producer good'?
			5. What is meant by the term 'consumer good'?
			6. Explain one difference between the public sector and private sector.
			7. What type of production – job, flow or batch – are Dyson most likely to use to make their hoovers?
			8. What is meant by the term economy of scale?
			9. What is meant by the term diversification?
			
			Choose one of the following:
			
			International Trade (2011)
			Jo Downs Handmade Glass Ltd is a manufacturer of glass jewellery and mirrors. Some of its goods are designed and produced to meet

		- Ways of improving B/E point
		-
		Business Growth
		- Explanations / Benefits / Drawbacks of;
		
		- ***Internal***
		  o Advertising
		  o New Products
		  o New Markets
		- ***External***
		  o Horizontal
		  o Forward Vertical
		  o Backward Vertical
		  o Diversification
		Franchises
		- Definition / Benefits / Drawbacks
		  o Franchise
		  o Franchisee
		  o Franchisor
		Economies of Scale
		- Explanations
		  o Purchasing
		  o Managerial
		  o Technical
		  o Marketing
		  o Financial
		Location
		- Factors
		  o Communication
		  o Infrastructure
		  o Market
		  o Labour
		  o Raw Materials
		EU / International Trade
		- Explanation / Benefits / Drawbacks
			the needs of individual customers. The business also produces larger quantities of popular designs to sell in its own shops. The business was established in 1999 by artist Jo Downs. Manufacturing is now based in Cornwall and the company employs more than thirty people in its factory and shops.
			
			Should Jo Downs Handmade Glass Ltd try to sell more of its goods abroad? Justify your answer. (8)
			
			International Trade (2012)
			Anvil Engineering plc is a multinational business. Consider the advantages and disadvantages of being a multinational business. (10)
			
			International Trade (2014)
			Dyson Ltd is a British technology company founded in 1993 by James Dyson. The business designs and manufactures vacuum cleaners, hand dryers and other electrical products. Dyson Ltd sells products in over 50 countries.
			
			Consider the advantages **and** disadvantages to businesses which want to **sell** their products abroad. (8)
			
			International Trade (2016)
			Unilever plc has over 172,000 employees across the world and has a reputation for employing people with a wide range of backgrounds and beliefs. It has won many awards for being a good employer and is well known for having a motivated workforce.
			
			Unilever plc is a multinational business operating in many countries all over the world. Discuss the advantages and disadvantages of being a multinational business. (10)
			
			Growth – Diversification (2013)
			Ryan Davies has been a keen reader since childhood. After being made redundant from a travel agent business, where he had

			worked for a number of years, he decided to set up a shop selling new and second hand books. After a while, Ryan found that his sales revenue was not as great as he expected. He is considering whether or not to diversify by selling tea, coffee and cakes to customers in one part of his shop. Advise Ryan as to whether or not he should serve refreshments in part of the shop. (8) **Growth – Reasons (2017)** Gavin and Anita Johnson always enjoyed woodcraft, particularly making wooden furniture. They have decided to use the skills gained from their hobby to set up a small business producing wooden mirrors, picture frames, small tables and stools. Gavin and Anita can't decide whether to grow their business or remain small. Discuss the reasons why some businesses choose to grow and other businesses choose to remain small. (8) **Location (2014)** Coed Deri Shopping Centre is on the outskirts of a town. It is situated at the edge of an industrial estate which has offices and workshops. Close by is a leisure centre and within half a mile is a traditional local shopping area. Discuss the possible effects that Coed Deri Shopping Centre might have had on the nearby traditional local shopping area. (8) **Production – JIT (2015)** The Production Department is responsible for ordering stock. At present the company is buying materials in bulk and storing these in a warehouse rented from a neighbouring business. The Board of Directors is considering using the Just-in-Time (JIT) method of

			buying materials in order to reduce the amount of stock being held. Advise the Directors as to whether they should continue using their current method of buying materials or whether they should adopt JIT. (8)

26th March	**Human Resource Management**	**Recruitment**
		- Explanation / Benefits / Drawbacks
		  o Job Advert
		  o CV
		  o Job Description
		  o Person Specification
		  o Shortlisting
		  o Reference
		  o Interview
		Training
		- Explanation / Benefits / Drawbacks
		  o On the Job
		  o Off the Job
		  o Induction
		Employers & Employees
		- Definitions of;
		  o Employer
		  o Employee
		  o Age Discrimination
		  o Gender Discrimination
		  o Race Discrimination
		  o Disability Discrimination
		Trade Unions
		- Explanations
		  o Purpose
		  o Actions e.g. strike, negotiation, go slow, work to rule, overtime ban
		Organisational Structures
		- Explanation / Benefits / Drawbacks
		  o Flat Structure
		  o Tall Structure
		  o Matrix Structure
		Communication
			Create a mind map that includes all the content in the left hand column.
			
			<u>Exam Questions</u>
			
			1. What are references and why are they important in the recruitment process?
			2. Explain the benefits of having a well-motivated workforce?
			3. Identify three steps involved in the recruitment process.
			4. What is meant by the term 'induction training'?
			5. Why is training important to businesses?
			6. What is the importance of having an organisational structure?
			7. What is the difference between a wage and a salary?
			8. What is meant by the term 'piece rate'?
			9. What is meant by the term 'commission'?
			10. What is the difference between gross pay and net pay?
			Choose one of the following questions:
			
			Motivation (2011)
			In October 2009, 12 000 postal workers employed by the Royal Mail went on strike in protest against the increased use of technology and because of new working practices e.g. reducing the number of rounds covered by postmen and making the

		- Explanation / Benefits / Drawbacks
		  - Face to Face
		  - Written
		  - Verbal
		  - Electronic
		Leadership
		- Explanation / Benefits / Drawbacks
		  - Autocratic
		  - Democratic
		Pay and Motivation
		- Definitions / Calculations of;
		  - Gross Pay
		  - Net Pay
		  - Voluntary Deductions
		  - Statutory Deductions
		  - Wage
		  - Salary
		
		- Explanation / Benefits / Drawbacks
		  - Monetary Methods
		  - Non-Monetary Methods
			remaining rounds longer. Many postmen found that they could not finish their rounds in time.
			
			Evaluate ways in which the Royal Mail could improve the performance of its workers. (10)
			
			Leadership (2012)
			Fran started the business in May 2007 and five years later she is employing ten people and her net profit has increased from £10,000 to £100,000. Under Fran's leadership the business has been successful. She believes this is because she makes all the decisions without consulting her employees and she is in complete control. She has found it difficult to pass responsibility to her workers and often argues with anyone who has ideas and suggestions about how the business should be run. Some of the employees feel undervalued and believe the business could do even better.
			
			Assess Fran's leadership style. (8)
			
			Training (2013)
			Radsonic plc produces car radiators which are supplied to car manufacturers. It is likely that the new recruits and existing workers will need to be trained to use the new CAM system. Radsonic plc could use *on the job* or *off the job* training.
			
			By considering the advantages and disadvantages of each, advise Radsonic plc on whether **on the job** or **off the job** training is preferable for the firm and its workers. (10)
			
			Training (2017)
			Delyn Packaging Ltd is a manufacturer of high quality, made-to-order packaging. The business mainly produces plastic food packaging for meat, BBQ, salads and pasta, snacks, party foods, bakery and convenience/ready meals. The

			Human Resource Department at Delyn Packaging Ltd currently use both on-the-job and off-the-job training to train its workforce. Advise Delyn Packaging Ltd as to whether they should use on-the-job or off-the-job training for the introduction of new technology. (10)
16th April	**Finance & Control**	**Sources of Finance** - Explanation / Benefits / Drawbacks of; o Owner's funds o Adding Partners o Reinvesting Profit o Issuing Shares o Loans o Overdrafts o Hire Purchase o Leasing o Trade Credit o Government Grants o Selling Assets o Venture Capital **Business Plans** - Contents Cash Flow Forecast - Calculate; o Inflows o Outflows o Net Cash Flow o Opening Balance o Closing Balance - Methods of improving Cash Flow **Profit & Loss** - Explanation / Calculate; o Revenue o Cost of Sales o Expenses o Gross Profit o Net Profit o Gross % Profit o Net % Profit - Methods of Improving; o Gross Profit	Create a mind map that includes all the content in the left hand column. **<u>Exam Questions</u>** 1. What is a cash flow forecast? 2. What is meant by the term 'net cash flow'? 3. Total cash inflows are £15,000. Total cash outflows are £9,000. What is the net cash flow? 4. What is a cash flow forecast? 5. What is meant by the term 'net cash flow'? 6. Total cash inflows are £15,000. Total cash outflows are £9,000. 7. What is the net cash flow? 8. What is a cash flow forecast? 9. What is meant by the term 'net cash flow'? 10. Total cash inflows are £15,000. Total cash outflows are £9,000. What is the net cash flow? Choose one of the following: **Sources of Finance (2016)**

		o Net Profit **Balance Sheets** - Explanation / Calculate; o Fixed Assets o Current Assets o Current Liabilities o Long Term Liabilities o Working Capital	According to Government statistics, small businesses represent 95% of all businesses and employ more than seven million people in the UK. One example of a small business is ARK Windows. This is a business owned by Adam Robert Keysmith who is a sole trader and employs 30 people from the local community. The business manufactures double glazing windows in a small factory. It also sells and installs them across South Wales. The owner of ARK Windows is considering expanding throughout the South West of England, which will involve buying new premises for a factory and new machinery to produce the windows. Evaluate the most suitable sources of finance ARK Windows could use to raise the finance needed for the expansion plans. (10) **Cash Flow (2014)** Hugh Lewis operates boat trips during the summer months in Cardigan Bay. He wants to borrow money from the bank to buy an additional boat. The bank has asked to see his cash flow forecast to help make their decision on whether or not to lend the money. Hugh Lewis would like to improve his expected cash flow position. Evaluate ways in which businesses, such as Hugh's, may achieve an improved cash flow. (10)
30th April	**External Environment**	**Competitors** - Methods of overcoming **ICT & Technology** - Examples / Benefits / Drawbacks o Business Admin	Create a mind map that includes all the content in the left hand column. **<u>Exam Questions</u>**

		▪ Word Processing ▪ Spreadsheets ▪ Database ▪ Graphic Design ○ Communication ▪ Email ▪ Internet ▪ Social Media ▪ Video Conferencing **Environmental Factors** - Examples / Benefits / Issues ○ Renewable Energy ○ Recycling ○ Bio-degradable packaging ○ Fair Trade **Pressure Groups & Ethics** - Explanation / Example **Law & Legislation** - Explanation of; ○ Employment Law ○ Environment Law ○ Consumer Law ○ Health and Safety Law ○ Competition Law ○ Copyright Law **Macro Environment** - Explanation / Impact on Businesses of; ○ Tax ○ Exchange Rates ○ Unemployment ○ Inflation ○ Unforeseen Events	1. What is meant by the term 'legislation'? 2. What is meant by the term 'employment law'? 3. Provide two examples of employment law. 4. What is meant by the term 'competition law'? 5. List technology that businesses can use? 6. What is meant by the term 'CAD'? 7. What is meant by the term 'CAM'? 8. Provide two advantage of businesses using technology. 9. What are the four stages of the economic cycle? 10. Provide the different types of tax. Choose one of the following: **Ethics (2011)** Greggs plc is a leading bakery retailer serving 5 million customers per week. The business sells bread, cakes and savoury products such as pies, sandwiches and pasties through its 1400 shops. The business was started as a family bakery in the north east of England in the 1930s by John Gregg. It grew and spread throughout the UK and in 1984 Greggs became a public limited company (plc). Greggs plc has adopted a number of environmental and ethical policies. These include donating unsold food to charities for low income

			families, selling fair trade products, reducing packaging for products, cutting food waste and reducing the amount of energy used in production. Discuss the advantages **and** disadvantages to businesses, such as Greggs plc, of adopting environmental and ethical policies. (8) **Ethics (2013)** The Virgin Group is a complicated business organisation which means that it is divided into a number of individual private limited companies. The Virgin Group was set up by Sir Richard Branson in 1970 and he is a major shareholder in all the companies. The Virgin Group is generally regarded as a business with strong ethical policies meaning that it treats its stakeholders such as suppliers, workers and customers with honesty and fairness. Evaluate whether or not it is good for the business to have such ethical policies. (8)
14th May	**Business Framework**	**Entrepreneurs** - Skills - Reasons for starting a Business **Stakeholders** - Examples / Needs **Ownership** - Liability / No of Owners / Size / Benefits / Drawbacks of; o Sole Traders o Partnerships o Private Limited Companies (Ltd) o Public Limited Companies (PLC) o Liability o Franchises **Objectives**	Create a mind map that includes all the content in the left hand column. **<u>Exam Questions</u>** 1. What two stakeholders may conflict with each other? 2. What are the main interests of the owners/shareholders ? 3. What is an entrepreneur? 4. What is meant by the term 'enterprise'? 5. What is meant by the term 'stakeholder'?

		- Financial - Non-Financial	6. List three types of ownership. 7. Which types of ownership have shareholders? 8. What is the best ownership type for a large supermarket? 9. What is meant by the term 'unlimited liability'? 10. What is meant by the term 'limited liability'? Choose one of the following: **Ownership – Partners (2015)** Judith Rutherford has just been made redundant from a local business producing window blinds. She had learned many skills both in the factory and in the office. In her locality there are fairly high levels of unemployment so her chances of finding another job are limited. Judith has decided to set up her own business, as a sole trader, producing and selling curtains and blinds. Judith is considering taking on a business partner. Advise her on whether or not taking on a business partner would be a good idea for her and the business. (8) **Franchises (2012)** Ali has set up a juice bar in a busy town centre location. He uses fresh fruit which is processed to create a healthy drink. Ali wants to find how many drinks he will need to sell in order to make a profit. To do this he has drawn up a break even chart showing weekly costs and revenue. The break even chart is shown below. Ali has seen an advertisement, published by Fruitjuice Ltd, showing the benefits of becoming a franchisee. Fruitjuice Ltd runs a very successful chain of bars producing drinks similar to those made at Ali's bar.

			Fruitjuice Ltd has grown rapidly as a result of franchising. Businesses wanting to take out a franchise with Fruitjuice Ltd will need to pay a sum of £4000 to Fruitjuice Ltd and annual payments of £2000. In return Fruitjuice Ltd will provide a number of benefits including training. Advise Ali on whether he should join this franchise or continue as he is. (10) **Franchises (2014)** Judith Moore has a medium sized business cleaning ovens, called CookerClean. She runs her business from a small office located on an industrial estate where she employs three workers. Judith wants to further expand the business by becoming a franchisor and allowing others to use her CookerClean name and business model. Discuss whether or not Judith should expand as a franchisor. (10) **Franchises (2017)** Second Cup, a specialist coffee retailer, was set up by Tom Culligan, in Toronto, Canada in 1975. He expanded the business through franchising, selling the rights to the business name and product. Second Cup is now one of the most established coffee retailers in the world. Second Cup cafés offer a wide selection of coffees, espresso-based beverages, iced beverages, blender drinks, speciality teas, frozen yogurt and a range of food items. Second Cup is aiming to expand in the UK by opening up new franchises. Explain the advantages and disadvantages of becoming a franchisee. (8) **Stakeholders (2015)** Pizazz is a new business in the fast food industry. It has been in business for almost one year.

			Pizazz has one outlet selling a variety of products from burgers to pizzas. Assess the likely impact on the local community and its environment of having fast food outlets in the town centre. (10) **Stakeholders (2016)** Home Retail Group plc is the UK's leading retailer of products for the home. This plc owns well known retailers such as Argos and Homebase. Today, Home Retail Group plc has 1057 stores across the UK. It employs over 47,000 people and sells over 80,000 different products, including electrical goods, home furniture and children's toys. In 2014, due to a fall in demand for 'Do it yourself' (DIY) products, Home Retail Group decided to close one in four of its Homebase DIY stores, resulting in the closure of 30 stores. Assess the impact of the closure of Homebase DIY stores on their local communities. (8)