

Year 11 GCSE Business

Revision Guide: Monday 27th March 2023

AQA exam paper	Paper 2: Influences of marketing and finance on business activity
Total marks for exam paper:	100 marks
Exam duration:	1 hour 45 minutes
Essential equipment:	Black Pen, Pencil, Rubber, Ruler, Calculator, Highlighter Pen (You must not write in pencil)
The AQA GCSE Business exam paper will consist of the following three sections:	
Section A	A series of multiple choice and short answer questions with answers worth between 1 mark and 4 marks. (20 marks in total)
Section B	Based on a business scenario containing information relating to the specific business and wider external factors. You will answer seven questions (1, 2, 5, 6 and 9 marks).
Section C	Based on a business scenario containing information relating to the specific business and wider external factors. You will answer eight questions (2, 4, 6, and 12 marks). For the longer style 12-mark question you must analyse and evaluate a business' two options based on the advantages and disadvantages. Then make a justified conclusion or recommendation about your final decision for the business. You must use and interpret the information and numerical data given to support the recommendation.
<u>Some of the topic areas you should revise are:</u>	
1) Pricing strategies, channels of distribution, product lifecycle, product portfolio tools and theorists and ways to grow a business	
2) How interest rates and exchange rates can affect a business and it's cash flow. Basic financial calculations using formula e.g. gross profit, net profit, revenue, average unit costs.	
3) Sources of finance and solutions to a business' cash flow problems, such as loans, overdrafts and customer credit terms, reasons for outsourcing and the advantages and disadvantages to a business. Economies and diseconomies of scale.	
4) Sources of finance, break-even analysis/ charts and ways business can minimize risk	
5) The different business sectors: primary, secondary, tertiary and the different types of business ownership and sources of finance available to them.	
6) What marketing is and why it should meet the needs of the customer. The difference between primary and secondary research and methods used.	
7) Ways businesses can impact the environment and why they should act ethically, sustainably and environmentally.	
8) Factors and reasons businesses make when deciding on where to locate and ways a business can grow through product development.	
9) Reasons for market segmentation and why, a business would want to develop a strong brand. How collaborating businesses can benefit through marketing and sponsorship of products and events.	