

Subject: BTEC Enterprise

Exam Board: Edexcel (Pearson)

invigilated paper: 1 hour
Date and time – 13th May am

Paper Contents;

Component 3: Promotion and Finance for Enterprise

A Promotion

- A1 Elements of the promotional mix and their purposes
- A2 Targeting and segmenting the market
- A3 Factors influencing the choice of promotional methods

B Financial records

- B1 Financial documents
- B2 Payment methods
- B3 Sources of revenue and costs
- B4 Terminology in financial statements
- B5 Statement of comprehensive income
- B6 Statement of financial position
- B7 Profitability and liquidity

C Financial planning and forecasting

- C1 Using cash flow data
- C2 Financial forecasting
- C3 Suggesting improvements to cash flow problems
- C4 Break-even analysis and break-even point
- C5 Sources of business finance

Useful revision resources:

1. BBC Bitesize
2. Revision Book (Pearson)
3. Revision Booklet

4. Past Exam Questions

Revision Tips

Command verb	Definition
Add/Label	Requires the addition of labelling to a stimulus material given in the question, for example labelling a diagram or adding units to a table.
Analyse	Examine (something) methodically (e.g. break down into its component parts) and in detail, typically in order to explain, interpret or communicate something.
Assess	Give careful consideration to all the factors or events that apply and identify which are the most important or relevant. Make a judgement on the importance of something and come to a conclusion where needed.
Calculate	Obtain a numerical answer, showing relevant working. If the answer has a unit, this must be included.
Complete	Provide the missing information for a table/diagram so that it is complete (contains all the necessary information).
Discuss	Consider the different aspects in detail of an issue, situation, problem or argument and how they interrelate.

Command verb	Definition
Draw	Produce a diagram either using a ruler or using freehand OR create a graphical or visual representation of information.
Evaluate	Consider various aspects of a subject's qualities in relation to its context such as: strengths or weaknesses, advantages or disadvantages, pros or cons. Come to a judgment supported by evidence which will often be in the form of a conclusion.
Explain	Requires identification of a point and linked justification/exemplification of that point. The answer must contain some linked reasoning.
Give/Name/List/State	These generally require recall of one or more pieces of information.
Identify	Usually requires some key information to be selected from a given stimulus/resource.

It is very important for the BTEC Enterprise exam that you do the following;

The exam is split into two distinctive parts – Promotion and Finance.

The Promotion part of the exam is mainly written with the focus upon your ability to identify, explain, analyse and evaluate.

The Finance section of the exam has a significant focus upon calculations, labelling and drawing so please ensure that you practice these skills and appreciate that the requirements on the two parts of the paper are very different.

Here is a link to a further revision help....

<https://drive.google.com/file/d/1tWwqE05mhVWpUqhtRDYpsLbSqNKsqCtV/view?usp=sharing>

<https://drive.google.com/file/d/1oOuLNxYM2QAI2wni4ebshg3sJvn3RyDP/view?usp=sharing>

Open Book Controlled Assessment

Revision List;

The assessment will be based upon a case study with 20 marks available through a set of questions to complete. You will have time to prepare a help sheet that you can take into the assessment with you in the lessons prior to the task.

Preparation will take place from the week commencing 19th April and the assessment will be in the week following this.