



GCSE Business

BEICT Department



DO NOW: TRUE OR FALSE



Are the following statements about the GCSE Business course true or false?

QUESTIONS	TRUE	FALSE
The course content is broken down into two themes.		
The course is 100% coursework and assignment based.		
You will have access to a range of resources to help you revise.		
You can attend extra-curricular trips including Old Trafford and Jaguar Land Rover.		
GCSE Business is an interesting challenge, goes well with other subjects and is valued by employers		

DO NOW: TRUE OR FALSE



Are the following statements about the GCSE Business course true or false?

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The course content is broken down into two themes.	<input checked="" type="radio"/>	<input type="radio"/>
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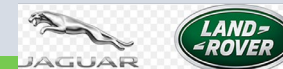
Edexcel GCSE Business



Course content is broken down into Theme 1 and Theme 2

Paper 1 - Theme 1: Investigating small business	Paper 2 - Theme 2: Building a business
<p>Written exam: 90 minutes, 90 marks</p> <p>50% of the total GCSE</p> <p>Multiple choice, calculation, short-answer and extended-writing questions</p> <p>There are three sections in the paper.</p> <p>Each section is ramped, starting with multiple choice questions, moving to short answer questions and ending with extended writing.</p> <p>Sections B and C are based on real life, relevant business contexts and examples.</p>	<p>Written exam: 90 minutes, 90 marks</p> <p>50% of the total GCSE</p> <p>Multiple choice, calculation, short-answer and extended-writing questions</p> <p>There are three sections in the paper.</p> <p>Each section is ramped, starting with multiple choice questions, moving to short answer questions and ending with extended writing.</p> <p>Sections B and C are based on real life, relevant business contexts and examples.</p>

- Business is an interesting challenge and goes well with a range of other subjects.
- Relevant and topical.
- Extra-curricular trips, visits and guest speakers.



Course content is broken down into Theme 1 and Theme 2

<p>Enterprise & Entrepreneurship</p>	<p>Spotting a business opportunity</p>	<p>Putting a business idea into practice</p>	<p>Making the business effective</p>	<p>Understanding external influences on business</p>
<p>Growing the business</p>	<p>Making Marketing Decisions</p>	<p>Making Operational Decisions</p>	<p>Making Financial Decisions</p>	<p>Making Human Resource Decisions</p>

In addition to classroom resources;

Seneca Learning

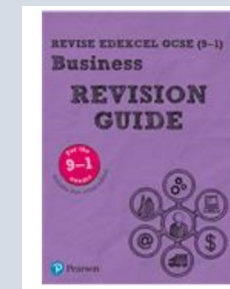
GCSE Pod

Bized

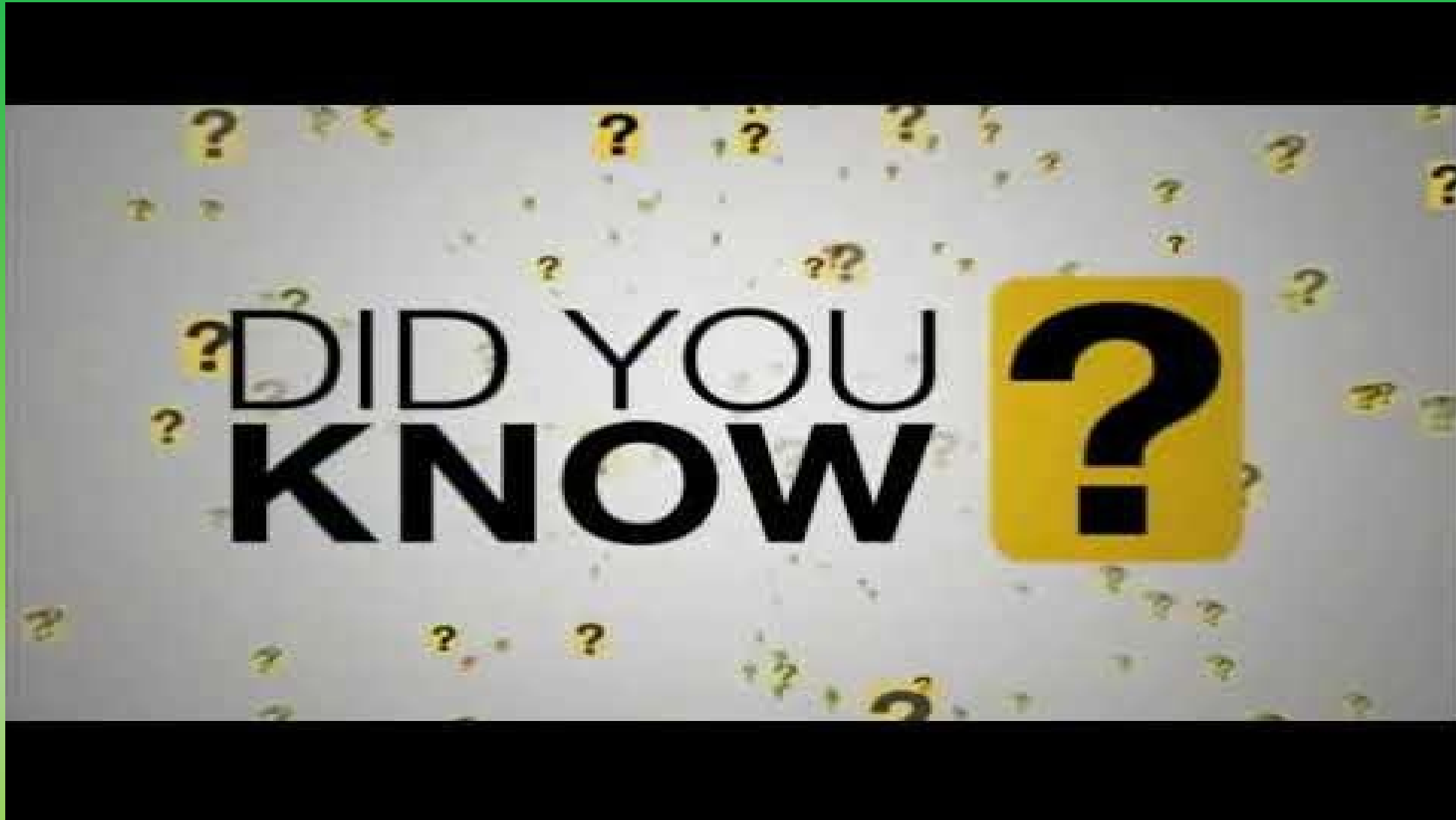
BBC Bitesize

Edexcel Revision Guide

Past Papers



Why Study Business?.....



How is the course structured?

Theme 1: Investigating small business (Year 10)



Enterprise &
Entrepreneurship



Spotting a
business
opportunity



Putting a
business idea
into practice



Making the
business effective



Understandi
ng external
influences on
business

How is the course structured?

Theme 2: Building a business (Y11)



*Growing the
business*



*Making
Marketing
Decisions*



*Making
Operational
Decisions*



*Making Financial
Decisions*



*Making Human
Resource Decisions*

How will I be assessed?

Paper 1 - Theme 1: Investigating small business

Written exam: 90 minutes, 90 marks

50% of the total GCSE

Multiple choice, calculation, short-answer and extended-writing questions

There are three sections in the paper.

Each section is ramped, starting with multiple choice questions, moving to short answer questions and ending with extended writing.

Sections B and C are based on real life, relevant business contexts and examples.

Paper 2 - Theme 2: Building a business

Written exam: 90 minutes, 90 marks

50% of the total GCSE

Multiple choice, calculation, short-answer and extended-writing questions

There are three sections in the paper.

Each section is ramped, starting with multiple choice questions, moving to short answer questions and ending with extended writing.

Sections B and C are based on real life, relevant business contexts and examples.

How will I be assessed?

Both exams will test a range of skills including:

- **Knowledge** – definitions, calculations, theory/ models.
- **Application/ Context** – use of case study, understanding of industry and markets.
- **Analysis** – Explain, discuss, analyse, balance and counterarguments.
- **Evaluation** – justification, conclusions, recommendations
- **Quantitative skills** – averages, percentages, interpreting charts and data – as well as business calculations. This accounts for up to 30% of the whole qualification.

(e) Discuss what a small business owner should consider when deciding upon the location for their business.

(6)

1 (a) Which **one** of the following is an example of a variable cost?

Select **one** answer:

- ☐ A Rent
☐ B Raw materials
☐ C Insurance
☐ D Advertising

(1)

(b) Which **one** of the following describes the role of an entrepreneur?

Select **one** answer:

- ☐ A Being employed by a large organisation
☐ B A willingness to take risks
☐ C Having sufficient money to start a new business
☐ D Being able to work alone

(1)

(c) Explain **one** benefit to a business of using a market map.

(3)

SECTION B

Answer **ALL** questions.

Look at Figures 1 and 2, read the following extract carefully, then answer Questions 4, 5 and 6.

Write your answers in the spaces provided.

Neil and Sue Chatterton own and run *Meringue* bakery and cafe. This is located close to a town centre and has lots of passing trade. *Meringue* produces high-quality bread and pastries using traditional methods and high-quality ingredients. Since opening 12 months ago sales have grown strongly. At busy times a queue builds up at the counter as customers wait to pay. Online reviews indicate that this is something that needs to improve.



Figure 1

Neil and Sue are now planning to make greater use of technology to promote the business, and to reduce the time that customers have to wait to pay their bills.

The website has been redesigned to allow customers to order their food before they arrive at the cafe. A contactless payment system will allow customers to pay securely by tapping their smart phones on a reader.

Figure 2 shows a TripAdvisor® review for *Meringue*:



Figure 2

6 Neil and Sue have produced the following break even diagram, showing the costs and revenue for their business.

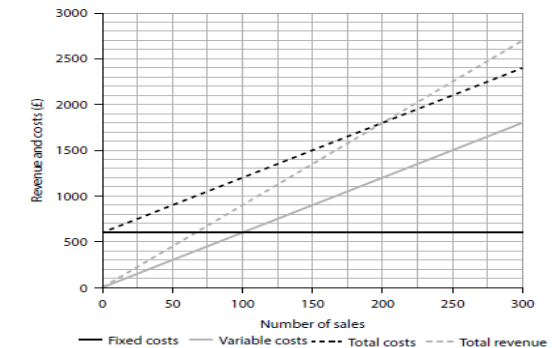


Figure 3

(a) Identify the total number of sales that Neil and Sue will need to break even.

(1)

The table below shows the cash flow forecast for a small business.

(c) Complete the table with the two missing figures.

(2)

	August (£)	September (£)
Receipts	17 400	21 770
Raw materials	8 050	9 340
Fixed costs	2 120	2 340
Total payments	10 170	(ii)
Net cash flow	(i)	10 090
Opening balance	5 300	12 530
Closing balance	12 530	22 620

the correct region of the graph

(1)

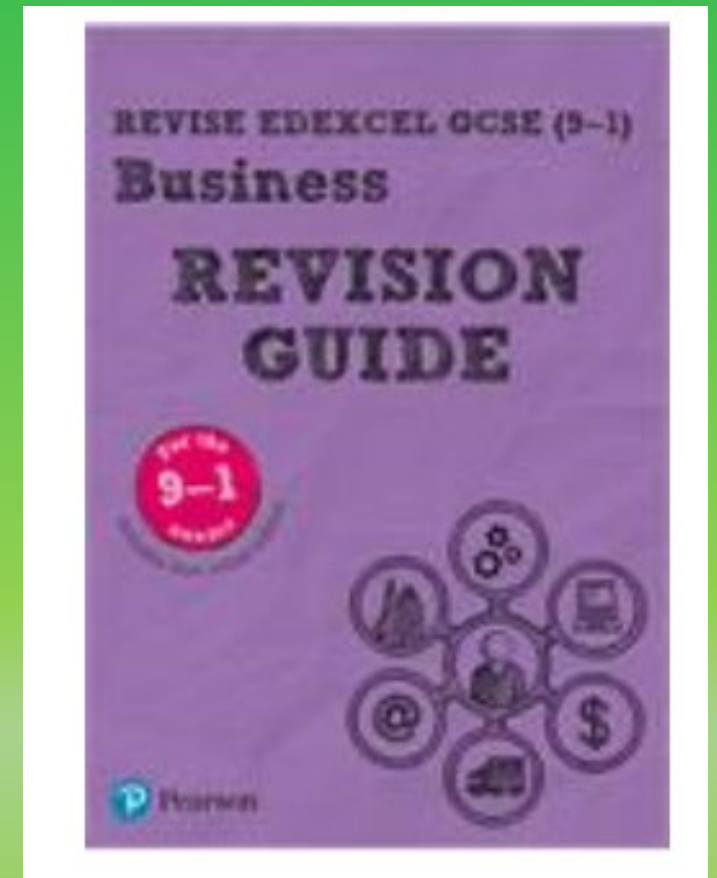
break even level of output.

(1)

What resources will I have access to?

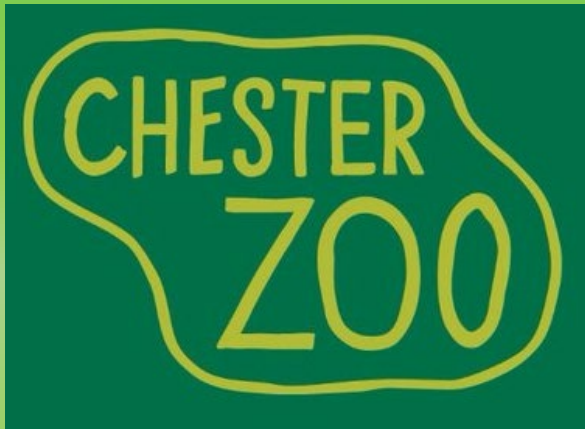
In addition to classroom resources;

- Seneca Learning
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- Bized
- BBC Bitesize
- Edexcel Revision Guide
- Past Papers



Extra Curricular

- Trips – MUFC, Jaguar/Land Rover, Chester Zoo
- Enterprise Opportunities
- Business Breakfasts



Any Questions?

