

Exam information

**Exam Board:** Edexcel

**Paper Information:** One paper covering the content taught during Year 12.

**Paper Marks:** 100 marks

**Duration:** 2 Hours

Topic

## THEME 1

1.1.1 The market

1.1.2 Market research

1.1.3 Market positioning

1.2.1 Demand

1.2.2 Supply

1.2.3 Markets

1.2.4 Price elasticity of demand

1.2.5 Income elasticity of demand

1.3.1 Product/service design

1.3.2 Branding and promotion

1.3.3 Pricing strategies

1.3.4 Distribution

1.3.5 Marketing strategy

1.4.1 Approaches to staffing

1.4.2 Recruitment, selection and training

1.4.3 Organisational design

1.4.4 Motivation in theory and practice

1.4.5 Leadership

1.5.1 Role of an entrepreneur

1.5.2 Entrepreneurial motives and characteristics

1.5.3 Business objectives

1.5.4 Forms of business

1.5.5 Business choices

1.5.6 Moving from entrepreneur to leader

## **THEME 2**

2.1.1 Internal finance

2.1.2 External finance

2.1.3 Liability

2.1.4 Planning

2.2.1 Sales forecasting

2.2.2 Sales, revenue and costs

2.2.3 Break-even

2.2.4 Budgets

2.3.1 Profit

2.3.2 Liquidity

2.3.3 Business failure

2.4.1 Production, productivity and efficiency

2.4.2 Capacity utilisation

2.4.3 Stock control

2.4.4 Quality management

2.5.1 Economic influences

2.5.2 Legislation

2.5.3 The competitive environment

### Revision Links

- Seneca
- Tutor2u
- YouTube Business TeacherT
- Edexcel Business Revision guide

<https://www.amazon.co.uk/s?k=edexcel+business+a+level+revision&i=stripbooks&crd=2T9ZB12R47UME&sp>