

**Subject: BTEC Enterprise**

**Exam Board: Edexcel (Pearson)**

**Mock paper: 2 hours**

**Paper Contents;**

***Component 3: Promotion and Finance for Enterprise***

The promotional mix and its purpose  
Advertising  
Sales Promotion  
Personal Selling  
Public Relations  
Types of Market  
Segmentation  
Choice of promotional methods  
Financial Documents  
Methods of Payment  
Costs, revenue and profit  
Statement of Comprehensive Income  
Statement of Financial Position  
Profitability ratios  
Liquidity ratios  
Cash Flow  
Break even  
Sources of 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/1tWwgE05mhVWpUghtRDYpsLbSgNKsqCtV/view?usp=sharing>

<https://drive.google.com/file/d/1oOuLNxYm2QAI2wni4ebshg3sJvn3RyDP/view?usp=sharing>