

Revision Guidance
Year 10 GCSE Business
Edexcel



January 2024 Mock

Exam Structure



Three sections



90 marks in total



1 hour 45 mins



Don't forget
your calculator!

Section A (35 marks)

A mix of questions that are **multiple-choice** or use the following command verbs:

- **Explain**
- **Calculate**
- **Discuss**

Section B (30 marks)

Questions relating to a case study about a small business that use the following command verbs:

- **State**
- **Outline**
- **Calculate**
- **Analyse**
- **Justify**

Section C (25 marks)

Questions relating to a case study about a different small business that use the following command verbs:

- **State**
- **Identify**
- **Outline**
- **Justify**
- **Evaluate**

Topic 1.1

Enterprise and entrepreneurship

Topic 1.1 Enterprise and entrepreneurship

Subject content	What students need to learn:
1.1.1 The dynamic nature of business	<p>Why new business ideas come about:</p> <ul style="list-style-type: none">• changes in technology• changes in what consumers want• products and services becoming obsolete. <p>How new business ideas come about:</p> <ul style="list-style-type: none">• original ideas• adapting existing products/services/ideas.
1.1.2 Risk and reward	<p>The impact of risk and reward on business activity:</p> <ul style="list-style-type: none">• risk: business failure, financial loss, lack of security• reward: business success, profit, independence.
1.1.3 The role of business enterprise	<p>The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none">• to produce goods or services• to meet customer needs• to add value: convenience, branding, quality, design, unique selling points, <p>The role of entrepreneurship:</p> <ul style="list-style-type: none">• an entrepreneur: organises resources, makes business decisions, takes risks.

Topic 1.2

Spotting a business opportunity

Topic 1.2 Spotting a business opportunity

Subject content	What students need to learn:
1.2.1 Customer needs	Identifying and understanding customer needs: <ul style="list-style-type: none">• what customer needs are: price, quality, choice, convenience• the importance of identifying and understanding customers: generating sales, business survival.
1.2.2 Market research	The purpose of market research: <ul style="list-style-type: none">• to identify and understand customer needs• to identify gaps in the market• to reduce risk• to inform business decisions. Methods of market research: <ul style="list-style-type: none">• primary research: survey, questionnaire, focus group, observation• secondary research: internet, market reports, government reports. The use of data in market research: <ul style="list-style-type: none">• qualitative and quantitative data• the role of social media in collecting market research data• the importance of the reliability of market research data.
1.2.3 Market segmentation	How businesses use market segmentation to target customers: <ul style="list-style-type: none">• identifying market segments: location, demographics, lifestyle, income, age• market mapping to identify a gap in the market and the competition.
1.2.4 The competitive environment	Understanding the competitive environment: <ul style="list-style-type: none">• strengths and weaknesses of competitors based on: price, quality, location, product range and customer service• the impact of competition on business decision making.

Topic 1.3

Putting a business idea into practice

Topic 1.3 Putting a business idea into practice

Subject content	What students need to learn:
1.3.1 Business aims and objectives	<p>What business aims and business objectives are,</p> <p>Business aims and objectives when starting up:</p> <ul style="list-style-type: none">• financial aims and objectives: survival, profit, sales, market share, financial security• non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. <p>Why aims and objectives differ between businesses.</p>
1.3.2 Business revenues, costs and profits	<p>The concept and calculation of:</p> <ul style="list-style-type: none">• revenue• fixed and variable costs• total costs• profit and loss• interest• break even level of output• margin of safety, <p>Interpretation of break even diagrams:</p> <ul style="list-style-type: none">• the impact of changes in revenue and costs• break even level of output• margin of safety• profit and loss.
1.3.3 Cash and cash-flow	<p>The importance of cash to a business:</p> <ul style="list-style-type: none">• to pay suppliers, overheads and employees• to prevent business failure (insolvency)• the difference between cash and profit, <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none">• cash inflows• cash outflows• net cash flow• opening and closing balances.
1.3.4 Sources of business finance	<p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none">• short-term sources: overdraft and trade credit• long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding,

THEME 1 - INVESTIGATING SMALL BUSINESS

1.1 Enterprise and entrepreneurship

- Topic overview
- Dynamic nature of business
- Risk and reward
- Role of Business Enterprise

1.2 Spotting a business opportunity

- Customer needs
- Market research
- Market segmentation
- The Competitive Environment

1.3 - Putting a Business Idea Into Practice

- Business aims and objectives
- Business revenues, costs and profits
- Revenue and Profit
- Cash and cash-flow
- Sources of business finance

1.4 - Making the Business Effective

- Business organisation
- Business location
- Marketing mix
- Business plans

1.5 - Understanding External Influences on a Business

- Business stakeholders
- Technology and business
- Legislation and Business
- The economy and business
- The importance of external influences

Course Companion p1-p43

Refer back to your Theme 1 booklet and your revision notes that you have made from your pre-reading for 1.1-1.3 as well as your notes and questions answered in class and for homework.

EDEXCEL GCSE BUSINESS (9-1) COURSE COMPANION

tutor2u*

Comprehensive Study Notes for Theme 1 and Theme 2 of
Edexcel GCSE Business (9-1)



Seneca

Revise online with Seneca. Access via Teams.

Key terms

Learn the definitions of key terms we have covered so far.

Glossary

Term	Definition
Adding value	How a business sells a product for more than it costs through the processes they apply
Advertising	Promotional method where a business pays to place an advert in a form of media, such as a newspaper or television
Aesthetics	The attractiveness of the design of a product
Aims and objectives	The overall goals of a business or organisation identifying what the business is trying to achieve
Application form	A method of applying for a job where the required details are decided by the business who is recruiting
Autonomy	The independence a worker has within their job
Average rate of return	The annual percentage profit that an investment makes compared to the cost of the investment
Bar gate stock control graph	A method of displaying data on stock levels, which allows stock control policy to be decided, implemented and reviewed within a business
Batch production	Method of production where groups or types of products are made at several stages
Bonus	An extra amount of financial pay received through achieving a business target
Branding	What distinguishes a good or service from rivals
Break even	Where total revenue is the same as total costs and no profit or loss is made
Buffer stock	A quantity of stock kept in store to safeguard against unforeseen shortages or demands
Business	An organisation set up to meet customer demand and to make a profit for its owners
Business environment	The external factors such as the economy and the law that influence how a business operates
Business plan	A document produced by a new or existing business that shows what its objectives are and how it will meet them
Capacity	The maximum production output a business can achieve with its existing resources
Capital	The initial money that is needed to start a business that is normally linked to purchases of machinery and premises
Cash-flow	The money that flows into and out of a business
Cash-flow forecast	The prediction of how much money will come into and out of a business over a

Useful Websites

[GCSE Business - Edexcel - BBC Bitesize](#)

[BusinessEd - Edexcel \(9-1\) \(From 2017\)](#)

GCSE Business - Edexcel - BBC Bitesize

EXAM ST <https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

GCSE Edexcel

Exam techniques - Edexcel

Introduction and state vs outline

Explain vs analyse

Discuss vs justify vs evaluate

Case study – Unit one: Small
business

GCSE Business - Edexcel - BBC Bitesize

EXAM ST <https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

Enterprise and entrepreneurship



The dynamic nature of business - Edexcel

Businesses are dynamic, meaning they constantly adapt to respond to consumers' wants and needs. Entrepreneurs spot gaps in the market and develop new ideas for products and services.



Risk and reward - Edexcel

When making business decisions, entrepreneurs will consider the risks and rewards involved. As long as they believe that the potential rewards are greater, they will often take the risks.



The role of business - Edexcel

Businesses exist to meet customer needs. They do this by organising resources to provide goods and services that customers want. Adding value to goods and services helps a business to sell more.

GCSE Business - Edexcel - BBC Bitesize

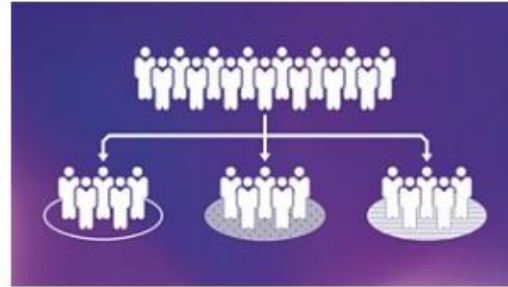
EXAM ST <https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

Spotting a business opportunity



Market research - Edexcel

When businesses are deciding how to develop their products and services, they undertake market research. Market research can either be done by the company itself or taken from elsewhere.



Market segmentation - Edexcel

Segmentation is how a business splits up its target market and is based on location, demographics, behaviour, lifestyle, income and age.



Competitive environment - Edexcel

The competitive environment relates to how a business is affected by its competition and how it adapts its business practices to enable it to compete effectively.



Customer needs - Edexcel

Customer needs are the things that customers require when purchasing a product or service. Businesses must find out about their customer's needs in order to be successful.

GCSE Business - Edexcel - BBC Bitesize

EXAM ST <https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

Putting a business idea into practice



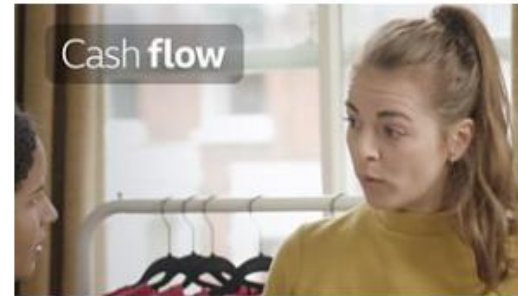
Business aims and objectives - Edexcel

All businesses create aims and objectives to give them goals or targets to achieve. Businesses usually have a mixture of financial and non-financial objectives.



Business revenue, costs and profits - Edexcel

Break-even is the point at which a business is not making a profit or a loss. Businesses calculate their break-even point and are able to plot this information on a break-even graph.



Cash and cash flow - Edexcel

The management of cash and cash flow is important as it can prevent a business from failing. Cash flow is the way that money moves in and out of a business and its bank accounts.



Sources of finance - Edexcel

Businesses need to consider how they will fund their activities when starting up as well as during their day-to-day operations. Various costs need to be covered, such as equipment, stock and paying bills.

Edexcel GCSE (9-1) Business

These theory notes have been written to meet the teaching content but they are NOT endorsed in any way by Edexcel/Pearson

Please note that these resources are now complete!

Theme 1 - Investigating Small Business

Theme 2 - Building A Business

1.1: Enterprise and Entrepreneurship

1.1.1: The Dynamic Nature of Business



1.1.2: Risk and Reward



1.1.3: The Role of Business Enterprise



1.2: Spotting a Business Opportunity

1.3: Putting a Business Idea Into Practice



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Theory Notes

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BusinessEd

- BusinessEd - Edexcel (9-1)



