

SUBJECT: **Business Studies**

EXAM BOARD: **Edexcel**

COURSE SET-UP e.g. 60% coursework/ 40% final exam:

25% controlled coursework, 75% exam (25% of which is from multiple choice unit 1 exam. Remaining 50% comes from unit 3 exam).

EXAM(S) Please comment on: length of exam paper(s); number of sections; types of question (e.g. multiple choice / compulsory); length of time to be spent on questions / sections etc:

The unit 3 exam is **not tiered**, meaning all students sit the same paper, and is worth **90 marks** in total. The exam is **1 hour 30 minutes** long, and is made up of 3 sections. **Section A** is worth **40 marks**, and should be completed in **40 minutes**. This section is made up of **knowledge recall** multiple choice and short response questions worth 2-3 marks, with one 6 mark question at the end. **Section B** is worth **30 marks**, and should be completed in **30 minutes**. This section is based on a **case study**, and requires students to **apply knowledge** by answering a mixture of short and longer questions (ranging from 1-8 marks). **Section C** is worth **20 marks**, and should be completed in **20 minutes**. This section is mainly made up of longer questions, ranging from 4-10 marks, and requires students to demonstrate **depth** of knowledge by **assessing** and **discussing** key topics.

WHAT TO REVISE:

Marketing	Customer Needs	Financial	People	Wider World
<i>Market Research</i>	<i>Design and Research Development</i>	<i>How to Improve Cash Flow</i>	<i>Organisational Structures</i>	<i>Ethics in Business</i>
<i>Product Trial and Repeat Purchase</i>	<i>Managing Stock and Quality</i>	<i>How to Improve Profit</i>	<i>Motivation Theory</i>	<i>Environmental Issues</i>
<i>Product Life Cycle</i>	<i>Cost-effective Operations and Competitiveness</i>	<i>Break-Even Analysis</i>	<i>Communication</i>	<i>Economic Issues</i>
<i>Branding and Differentiation</i>	<i>Effective Customer Service</i>	<i>Financing Growth</i>	<i>Remuneration (Payment Systems)</i>	<i>International Trade</i>
<i>The Marketing Mix</i>	<i>Consumer Protection Laws</i>			<i>Impact of Government and the EU</i>

HOW TO REVISE:

1. Go over the notes and worksheets available in your folders.
2. Check the 'unit 3' folder in the business studies area of your school profile for further notes and worksheets.
3. Review the past papers available on the school VLE. Mark schemes are also provided for you to check your answers.
4. Try the revision activities on www.businessstudiesonline.co.uk.
5. Practise using the 'multiplier effect' template to improve the structure of extended answers.
6. Speak to your teacher about any topics you are unsure of.
7. Attend after school revision clubs that are offered to improve subject knowledge and exam technique.

TERMINOLOGY / KEY WORDS AND DEFINITIONS IN QUESTIONS SPECIFIC TO THIS SUBJECT:

Key exam command words include: **State, identify, explain, outline, calculate, describe, assess, discuss, assess**

Subject specific terminology includes: **national minimum wage, motivation, remuneration, competitiveness, efficiency, productivity, profitability, differentiation, unique selling point, stock control, buffer stock, de-stocking, revenue, cash flow, break-even analysis, margin of safety, repeat purchase, customer service, consumer protection laws, sources of finance, credit terms, qualitative market research data, marketing mix, branding, organisational structure, communication, pressure groups.**

WHAT THE EXAMINER WANTS / DOES NOT WANT:

Good development of points that require **explanation**. For **assess** and **discuss** questions, both **advantages** and **disadvantages** need to be covered, and some form of **conclusion/end result** should be reached. In section B, answers should be **fully applied** to the case study provided, e.g. a question about stock control in a restaurant would require a different approach to stock control in a factory due to the perishable nature of the stock/space available for storage etc.

The examiner does not want to see '**waffle**' that is not directly related to the question being asked. They also do not want to see **repetition** of the same points. For financial questions, the examiner wants to see **your workings**, as well as appropriate units being used, e.g. break-even point should be expressed in units, whereas profit should be expressed in £s. Appropriate rounding should also be used – up to the nearest whole unit for break-even and to two decimal places for profit/loss.

USEFUL REVISION RESOURCES e.g. web-sites / books etc:

<http://www.bbc.co.uk/schools/gcsebitesize/business/>

http://tutor2u.net/revision_notes_business_gcse.htm

<http://www.thetimes100.co.uk/>

http://www.revision-notes.co.uk/GCSE/Business_Studies/index.html