

MOCK EXAM INFORMATION FOR PUPILS BUSINESS STUDIES



EMPER SURSUM

BUSINESS STUDIES

Which paper will I sit for the mock ?

Paper 1 - Business activity, Marketing, People

Paper 2 - Operations, Finance, Influences on business

How long is the exam? Paper 1 - 1 hour , Paper 2 - 1 hour

What do I need to revise?

Paper 1:

Business activity:

- The role of business enterprise and entrepreneurship
- Business planning
- Business Ownership
- Business aims and objectives
- Stakeholders
- Business Growth

Marketing:

- The role of marketing
- Market research
- Market segmentation
- The marketing mix

People:

- The role of human resources
- Organisational structures and different ways of working
- Communication in business
- Recruitment and selection
- Motivation and retention
- Training and development
- Employment law

Paper 2:

Operations:

- Production processes
- Quality of goods and services
- The sales process and customer service
- Consumer law
- Business location
- Working with suppliers

Finance

- The role of the finance function
- Sources of finance
- Revenue, costs profit and loss
- Break even
- Cash and cash flow

Influences on business:

- Ethical and environmental considerations
- The economic climate
- Globalisation

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Where can I find this information?

My Revision Notes - GCSE OCR Business Revision Guide

Revision Booklets -

[Business activity](#)

[Marketing](#)

[People](#)

[Operations](#)

[Influences on business](#)

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

Seneca courses -

Seneca - [Learn 2x Faster \(senecalearning.com\)](#)

Bizzwizzard – YouTube videos - [BizzWizard - YouTube](#)

What are top revision tips for this paper?]

Make sure you have made the number of points relevant to the marks for the examination question for example, 8 mark essay questions are likely to require that you cover all of the points under each bullet.

On some of the essay questions you could be asked for your opinion. Aim to use five connectives to build analysis chains in an analyse question. Examples of connectives are 'because', 'leading to', 'therefore', 'however', 'the consequence' and 'as a result'. Remember to outline both sides of the argument.

Read the context of the question. It is likely that you will score marks for relating your answer back to the set context. Using only the business name is not sufficient for context. You can include the business name in your answer, but to gain full marks you need to use information that specifically relates to the business example or industry provided in the case study.

Other useful links:

Seneca courses - <https://app.senecalearning.com/dashboard/courses/add>

Revision Booklets for each of the 6 units can be accessed [here](#). The folder also contains answers so you can check your work.

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Revision Questions:

1. List 3 qualities of an entrepreneur
2. What is the purpose of a business plan?
3. Name 5 stakeholders for a business
4. How many owners does a sole trader have?
5. Explain two differences between a private limited company and a public limited company.
6. Explain the term limited liability
7. What aims might a small company have?
8. Define the following types of business growth: Merger, horizontal merger, vertical merger, takeover, diversification
9. What is marketing?
10. What are the 4 P's of the marketing mix?
11. What is primary research?
12. In what ways can a market be segmented?
13. Explain 2 different types of pricing strategy
14. What are the 4 stages of the product lifecycle?
15. Identify an extension strategy to the product life cycle.

Revision Answers:

1. Risk taking, Ambition, Have a clear vision, Inspire others, Persistence, Clear sense of direction, Disciplined
2. A business plan is a document that is written before a business opens or expands. The document outlines detailed plans for what the business intends to do and how they will operate. The purpose of a business plan is to share ideas with others (such as investors) and to help foresee any potential problems with a business idea.
3. Owner, shareholders, employees, managers, suppliers, customers, creditors, government, local community
4. 1
5. To sell shares in a private limited company, all owners must be in agreement, unlike in a public limited company. In a public limited company, shares are sold on the stock exchange, this isn't the case for a private limited company.
6. Limited liability means that owners of a business only stand to lose what they invested in the business if it were to go bankrupt. Unlimited liability is the opposite, so owners risk their personal finance if the business cannot pay its debts.
7. The main aim of any new, small business, is to survive. Their aim might be to survive the first year of trading. New businesses might not make a profit in their first year, so they might aim to break-even at some point within the year. New businesses would not have aims concerning expansion.

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Revision Answers:

8. Merger - This is when two or more businesses 'join forces'. Lloyds Bank and TSB, for example, were merged until recently as one company –Lloyds TSB. A horizontal merger is when two or more businesses form one business but all businesses are in the same/similar industry. This is when businesses form one but are from different industries that depend on one another. Ebay and PayPal, for example. A takeover is when a business buys another business; they're not merging, so the ownership is fully with the purchasing business. Diversification is when a business branches out into a different industry, producing a different type of product to that it was originally known for.
9. Marketing is anything a business does to make potential customers aware of them and the products or services they sell/provide.
10. Product, price, place, promotion
11. When a business generates new data or information. Advantages are that this data is not available to competitors, it's likely to suit the business's specific needs and the data will be up to date. Disadvantages are that this research takes longer and can be more expensive to complete.
12. Businesses can segment their market by age, gender, income, location and/or lifestyle.
13. Price skimming is when businesses charge a high price when a product is launched, later lowering this price. This is suited to 'in demand' products, such as a new technology. Cost-plus pricing is when a business works out what a product costs to produce and then adds a specific % on top of that cost to generate a selling price. Price penetration is the opposite to skimming. Here, businesses start with a low selling price which increases later on. This is used for products that are released into crowded markets where customers are often brand loyal. Competitor pricing is when businesses look at their competitors when setting their selling prices. They often try to price lower, if price is a main factor in competition. This is common in supermarket pricing. Promotional pricing is when prices are reduced for a short period of time to stimulate sales. Most products have some sort of promotional pricing attached at some stage within their lifecycle.
14. Introduction Growth Maturity Decline
15. Advertising or promotion