

## Business Studies GCSE 9-1 Theme 1 Revision

Business students should be revising for the Theme 1 & 2 PPE scheduled for 16<sup>th</sup> November 2020. Only Theme 2.1 and 2.2 will be assessed. This will use past paper questions, comprising of 90 marks in 90 minutes. Students will need to be able to answer 1, 2, 3, 6, 9 and 12 mark questions based on the following topics:

### **Theme 1.1:**

- How and why new business ideas come about
- Impact of risk and reward
- Purpose of business including added value
- Enterprise and Entrepreneurship

### **Theme 1.2:**

- Customer needs
- Purpose of market research
- Methods of collecting market research
- Market segmentation
- The competitive environment

### **Theme 1.3:**

- Business aims and objectives
- Revenues, costs, profit and loss
- Break-even and margin of safety
- Cash and cash flow
- Short and long term sources of finance

### **Theme 1.4:**

- Limited and unlimited liability
- Business ownership
- Business location
- Purpose of a business plan
- Marketing mix

### **Theme 1.5:**

- Stakeholders and differing objectives
- Technology used by businesses
- Consumer and employment law
- Economic influences on business; unemployment, inflation, tax, interest rates

### **Theme 2.1:**

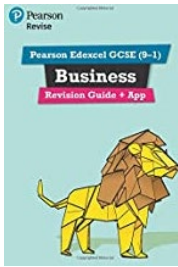
- Business growth and PLCs
- Financing growth
- How and why business objectives change
- Globalisation and international trade
- Ethics, the environment and business

### **Theme 2.2**

- Product life cycle and differentiation
- Pricing strategies
- Promotion, branding and technology
- The importance of place; retailing v etailing

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Students can use the following resources to aid their revision:



GCSE Pod: <https://www.gcsepod.com/>

Seneca Learning: <https://senecalearning.com/en-GB/>

BBC Bitesize: <https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

There are revision resources available on MS Teams, and you were also given a revision folder at the start of Year 11 which contains a range of resources for you to use.