



Raising Achievement in Business Studies



ASHLYNS SCHOOL



Exams

Paper 1: Influences of operations and HRM on business activity:

1hr 45mins 9th May pm

Paper 2: Influences of marketing and finance on business activity

1hr 45mins 16th May pm





How is it assessed?

Paper 1

Written examination:
1 hour and 45 minutes 50%

Paper 2

Written examination:
1 hour and 45 minutes 50%

Method of assessment

Section A: multiple choice and short answer questions (20 marks)

Section B and C : one case study/data response stimuli with questions for each section (approx 34 and 36 marks)





How is it assessed?

Paper 1

Written examination:
1 hour and 45 minutes 50%

- Business in the real world
- Influences on business
- **Business operations**
- **Human resources**

Paper 2

Written examination:
1 hour and 45 minutes 50%





How is it assessed?

Paper 1

Written examination:
1 hour and 45 minutes 50%

- Business in the real world
- Influences on business
- **Marketing**
- **Finance**

Paper 2

Written examination:
1 hour and 45 minutes 50%

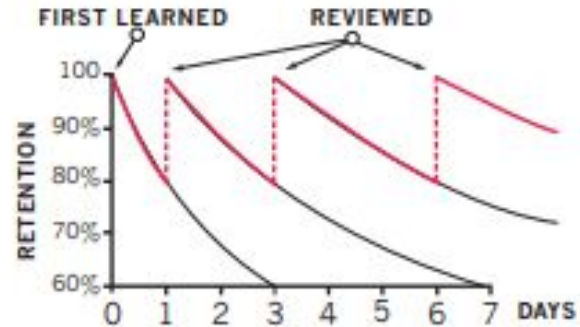




The 'science' behind the revision

In 1885, Ebbinghaus published his research that showed that if no attempt is made to retain information, it will be subject to the now famous forgetting curve.

Hermann
Ebbinghaus



Technique	Effectiveness	Description of Technique
Practice Testing	High	Self-testing or using past-exam questions while learning.
Distributed practice	High	Developing a schedule of revisions / learning activities over time.
Elaborative Interrogation	Moderate	Thinking about 'why' you have answered a question or creating an explanation for a response.
Self-explanation	Moderate	Linking new information to known information or using applied questions (problem based learning).
Interleaved Practice	Moderate	Developing a schedule that mixes different techniques during a period of study.
Summarisation	Low	Writing summaries of concepts / area of study.
Highlighting	Low	The use of highlighters or underlining while read / rereading.
Keyword Mnemonic	Low	Use of key terms / acronyms / images to associate with concepts to be learned.
Imagery	Low	Attempting to form mental images of materials while reading.
Rereading	Low	Revisiting text that has already been read.

Table 1: Learning techniques and their effectiveness adapted from Dunlosky et al (2013) pg 6



Key revision tools

[Seneca](#) - Online Learning Platform

[Save my exams](#) - Revision notes & Exam Questions

[AQA Specification](#)

[Past exam papers](#)

AQA [revision guide](#) and [workbook](#)

Google Classroom





Key revision tools

Specification or the RAG sheet on Google classroom

AQA GCSE Business	☹️	😐	😄
Unit 1 - Business in the real world (Paper 1 and 2)			
3.1.1 The purpose and nature of businesses -Purpose of business -Reasons for starting a business -Basic functions and types of business -Business enterprise and entrepreneurship -Dynamic nature of business			
3.1.2 Business ownership -Sole traders -Partnerships -Private limited companies (ltd) -Public limited companies (plc) -Not-for-profit organisations			





Key revision tools - AI



Improve Knowledge Prompt: I am a Year 11 GCSE Student who is studying the AQA business exam board. I would like to improve my understanding of.....

Test Understanding Prompt... now I have an improved understanding of this topic can you provide me with ten questions increasing in difficulty to test myself.



Exam technique

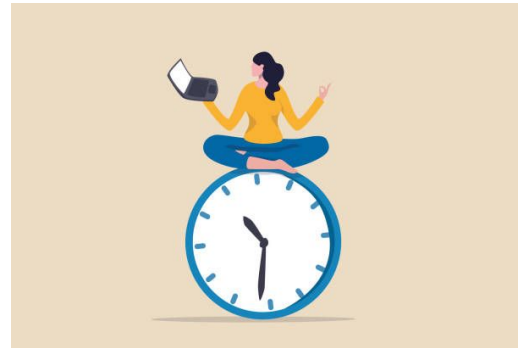
Know the question types and their requirements

GCSE Business Studies Exam Technique		Plan longer answers and keep looking back at the question whilst answering. Proof read all answers at the end of the exam (prioritise proof reading of 9/12 markers if time is short)	
<p>Use the case study! It is a gift from the examiner. When you read each case study note the following:</p> <ol style="list-style-type: none"> 1. What is the business selling? Is it a manufacturer, retailer or both? 2. What is the legal structure? ST, P, F, PLC, LTD <p>SWK:</p> <ol style="list-style-type: none"> 3. What are the strengths and weaknesses? 4. Key points e.g. objectives, future plans, decisions to be made, competition... 	<p>2-mark questions: State, list, describe...</p> <p>Example questions:</p> <ul style="list-style-type: none"> • State two advantages of setting up as a private limited company • List two stakeholders to company X? • Describe what a franchise is <p>On a describe question you need two points (one of which should link to the case study) A franchise is where a business is allowed to use another business' name, logo and products. (1) As mentioned in the case study, the franchise will receive support and training from the business. (2)</p>	<p>3-mark questions: Calculate...</p> <ol style="list-style-type: none"> 1. Write the formula (not for NPM, GPM and ratios) 2. Calculate the answer (show your workings) 3. Describe what happened to the financial info e.g. NPM has increased from X to Y 4. This therefore means the business...the reason for this could be... 	<p>4-6-mark questions: Explain, describe...</p> <p>Example questions:</p> <ul style="list-style-type: none"> • Explain the benefit of using a business plan for Company X • Describe two ways Company X could promote itself • Explain the two problems with Company X using Flow Production <p>Answer structure:</p> <p>STATE an advantage/disadvantage of the option.....</p> <p>LINK to the case study</p> <ul style="list-style-type: none"> • The case study says... • They are currently doing this • They have experience in.... • This will help this business as it is looking to do X • This may be a problem because this business has done this in the past • They need to rectify this problem <p>IMPACT</p> <ul style="list-style-type: none"> • Will affect profits, motivation etc. • This will help gain more customers for their target market....
<p>9 mark question: Recommend, justify...</p>			
<p>DEFINITION of a key business concept mentioned in the question</p> <p>Does it have one or two options? → Advantages of each option</p>		<p>5 MARKS (EVALUATION)</p>	
<p>Advantages and disadvantages of the one option</p>		<p>4 MARKS (ANALYSIS)</p>	
<p>STATE and advantage/disadvantage of the option...</p>		<p>DECISION...Overall I think business X should choose option X because...</p>	
<p>• LINK to the case study</p> <p>• The case study says this...</p> <p>• They are currently doing this...</p> <p>• They have experience in...</p> <p>• This will help the business as it is looking to do X</p> <p>• This may be a problem because...</p> <p>• They need to rectify X problem</p> <p>REPEAT</p>		<p>This will help them reach the OBJECTIVE of...</p>	
<p>IMPACT</p> <p>Will affect profits/motivation etc.</p> <p>Will affect the business in the short-term/long-term because...</p>		<p>WHY have you chosen this? Prioritise/Rank</p> <ul style="list-style-type: none"> • The benefits outweigh the drawbacks because... • It's really important for the business because currently... 	
		<p>IT DEPENDS ON:</p> <p>The option would depend on cost/ market research/ customer response/stakeholders... RECOMMEND alternative?</p>	
		<p>SHORT-TERM/LONG-TERM</p> <p>In the short term it might be costly but be better in the long run because...</p>	
<p>KEY WORDS:</p> <p>Business Unlimited liability Location</p> <p>Limited liability Competition</p> <p>Market research Efficiency Quality</p> <p>Marketing Mix Growth Cash flow</p> <p>Objectives Sales Economies of scale</p> <p>Stakeholder Market share Profit</p>			



Practice exam questions in timed conditions

Minute per mark rule!





Maths skills

Topic	Unit	Formula
Percentage Change	ALL	$\frac{\text{Difference or change}}{\text{Original}} \times 100$
Revenue	1	Revenue = sales x price
Total Costs	1	Total costs = variable costs + fixed costs
Average Unit Costs	1	Average unit cost = $\frac{\text{total cost}}{\text{output}}$
Profit	1	Profit = revenue – costs
Market Share	5	$\frac{\text{Sales value or volume of your business}}{\text{Sales value or volume of the whole market}} \times 100$





Any Questions?



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