

## GCSE Business Studies Revision Support

Exam dates: Unit 1 – 24/05/2017

Unit 3 – 09/06/2017

### Unit 1 and 3 Past Paper Questions

All students have their Units 1 and 3 past exam question packs in their orange folders to practice completing past paper questions. Miss Cooper will mark once completed. So please submit for marking enabling you to –

- Assess your strengths enabling you to utilise your strengths
- Assess your weaknesses enabling you to improve on your weaknesses.



### Unit 3 Exam Tips

Please **remember** the following regarding your Unit 3 exam –

1. **Application** - You must consider application where possible. **Application** is required if you are to achieve the top mark band. The examiner must know what the business is about and what it offers the customers from your answer. Once you have completed a question, re-read and ask yourself will the examiner know what my business offers? Even in a low mark question, if there is no business in the question, bring one in to use as an example.
2. **3 Mark Rule** – For a 3 and 4 mark question you must expand on your points fully in order to achieve maximum marks. Use connectives and give examples.
3. **Importance, Benefits and Usefulness** - these all mean the same thing, positives. The same questions appear year in and year out, this is just a change of wording.
4. **Key Terms** – you know the importance of **key terms** as these are required to achieve the higher mark band. Revise **key terms** from your **key term** booklets and from your blue book taken from the start of every lesson.
5. **6 Marks and Above questions** – as stated in lesson, any question **6 marks and above** you must consider a drawback in order to achieve the top mark band. **EVEN** if the questions asks you for benefits.
6. **Breakeven analysis** - when answering a question regarding the importance, benefits or usefulness of **breakeven analysis** bring in any previous breakeven or margin of safety formulas answers into your answer. For example if you previously had to work out that **breakeven point** is 200 units, then bring this into your answer. If you are discussing how fixed and variable costs will increase then this will have an impact on the businesses **breakeven point** of 200 units etc. This is **application**.
7. **Breakeven analysis** – any question regarding the importance, usefulness or benefits of **breakeven analysis** you **MUST** consider the **'what if'** scenario; this will enable you to achieve the top mark band. For example –
  - **What if** inflation continues to rise? Explain the impacts on the businesses breakeven point – stock and fuel as V/C's will be affected.
  - **What if** the business takes out a loan? Explain the impacts on the businesses breakeven point as F/C's will be affected.

- **What if** the business takes out a lease to purchase new equipment or machinery? Explain the impacts on the businesses breakeven point as F/C's will be affected.
  - **What if** the economy is doing well and the workforce demand a wage/salary increase? Explain the impacts on the businesses breakeven point as F/C's (salary) or V/C's (wage) will be affected.
  - **What if** the business takes out a mortgage to purchase a new premise as the business is expanding? Explain the impacts on the businesses breakeven point as F/C's will be affected.
  - **What if** the business wants to increase sales by using promotional pricing strategy for a short period of time? Explain the impacts on the businesses breakeven point.
8. **Practise Timing** – when you are completing past paper questions, ensure you time yourself and consider the 1 minute per 1 mark rule. For example, a 3 mark questions require no longer than 3 minutes, a 6 mark questions require no longer than 6 minutes etc.
  9. **Evaluation** – Any question that asks for your opinion or your point of view is an **evaluation** question, usually a 10 mark question. You **MUST** back up your points made, consider **application** and state both benefits and drawbacks. You **MUST** sum up your answer with a concluding paragraph, an overview; stating any recommendations that you think the business must consider in order to achieve the top mark band.
  10. **To wow the examiner consider economies of scale** for a high mark question – could your recommendation contribute to the business achieving economies of scale?



## Revision

As well as using your blue writing books for revision please use the following Business Studies websites for exam practice and revision material –

<http://www.bbc.co.uk/education/subjects/zpsvr82>

<https://www.tutor2u.net/business> and enter a topic in the search feature. This is predominately A Level but all your topics will be covered and to a greater depth, stretch and challenge yourself; impress the examiner!



## Lunchtime Support

Most of you know that I am in Room IT5 every lunch time therefore please pop in if you require any support regarding topic knowledge or exam question queries.

Or you can email me – [l.cooper@cavendish.herts.sch.uk](mailto:l.cooper@cavendish.herts.sch.uk) and I will reply.

Miss Cooper



