

GCSE Business– Ace Your Exams



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Overview

The AQA GCSE Business (8132) course will give learners the opportunity to explore real business issues and how businesses work.

1. Business in the real world
2. Influences on business
3. Business operations
4. Human resources
5. Marketing
6. Finance

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Assessment in GCSE Business

2 Exams

Paper 1: Influences of operations and HRM on business activity

Paper 2: Influences of marketing and finance on business activity

Written exam: 1 hour 45 minutes

90 marks

50% of GCS

Written exam: 1 hour 45 minutes

90 marks

50% of GCSE

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Paper 1

50% of Final Grade



Influences of operations and HRM on business activity

Learners will investigate the following topics:

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

Section A has multiple choice questions and short answer questions worth 20 marks.

Section B has one case study/data response stimuli with questions worth approximately 34 marks.

Section C has one case study/data response stimuli with questions worth approximately 36 marks.

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Paper 2

50% of Final Grade



Influences of marketing and finance on business activity

Learners will investigate the following topics:

Business in the real world

Influences on business

Marketing

Finance

Section A has multiple choice questions and short answer questions worth 20 marks.

Section B has one case study/data response stimuli with questions worth approximately 34 marks.

Section C has one case study/data response stimuli with questions worth approximately 36 marks.

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Example Exam:

Learners will be given question related to the stimuli and be expected to use this information in their answers.

E.g:

Explain an advantage of being a sole trader for Eve.

Sole Traders can make quick decisions as they have full control. This means Eve can respond quickly to changing fashion market to meet changing demands and produce new designs as quickly as possible

Eve is a sole trader. She owns and runs Style the Chic (STC). STC is a fast fashion website aimed at females aged 16–24. Eve started the business five years ago. She invested her £5000 life savings. The business made a profit of £450 000 last year.

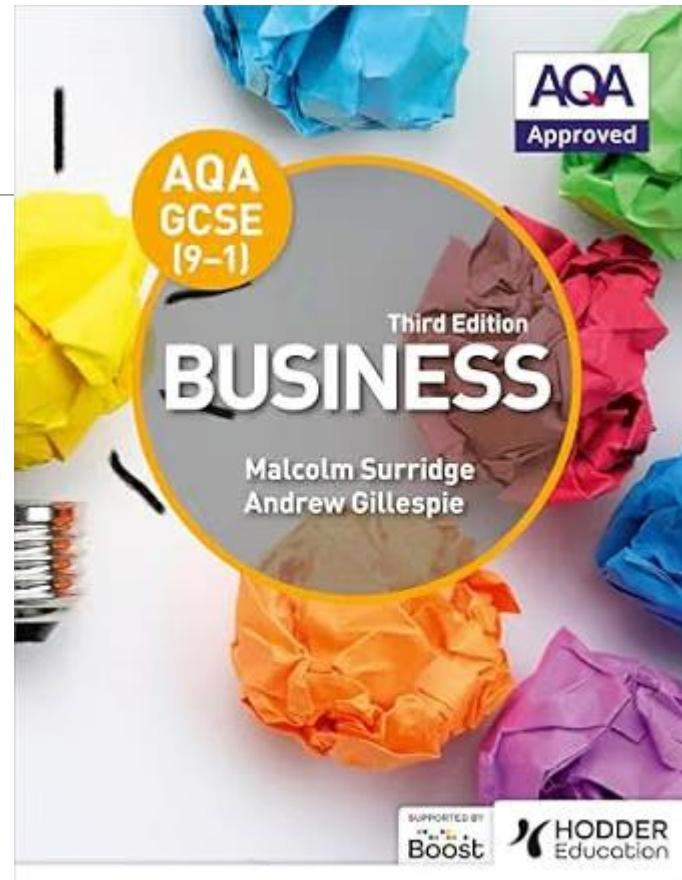
Fast fashion means producing cheap clothes as quickly and as frequently as possible. STC works with reality TV celebrities that have a large social media following. The celebrities help design and promote a collection (range of clothing items).

STC has 30 employees. However, Eve makes all the major decisions in the business. She decides which products to order from suppliers and the selling prices. The buying team works with suppliers. Recently staff turnover in the buying team has increased.

Table 1 – Information on STC

	2020	2019	2018
Average price that customers pay per item of clothing	£42	£55	£65
Market share	14%	15%	19%
Number of direct competitors	12	8	6

Support



Support

- Encourage your child to watch and read about business in the news.
 - Did you hear about the price of petrol?
 - What will this do to businesses in the UK?
 - Why will this affect the number of customers?
- Don't accept simple answers – ask them to explain in detail!

Support

- Encourage your child to be involved in any financial planning.
 - Where will be the best place to put your savings?
 - What will the best value for money?
 - Why have you chosen those trainers/phone/clothes etc?
- Make them justify their answers!



Further support

Do have regular conversations about how they feel they are doing

- i.e. what did you get in your classwork/homework/assessment – how will you make the next one better?
- Don't let them give you one-word answers.
- Make them explain what it means and give you examples.
- Do be supportive if they are unsure and don't know.
- Try not to give them the answer (if you know) but guide them to what it might be.

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Thank you for attending this evening

PLEASE FEEL FREE TO TAKE A HANDOUT

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