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The Exams

Before starting with this revision guide, take a look at these pages to understand how you'll be assessed in the exams. It's good to know what is covered in each exam and how you can ace the questions.

There Are Two Exam Papers — Paper 1 and Paper 2

Paper 1

- Paper 1 is 1 hour and 45 minutes long.
- It's worth 90 marks and is 50% of your total Business GCSE.
- It'll test you on information from Sections 1, 2, 3 and 4 of this book.

Paper 2

- Paper 2 is 1 hour and 45 minutes long.
- It's worth 90 marks and is 50% of your total Business GCSE.
- It'll test you on information from Sections 1, 2, 5 and 6 of this book.

- 1) In both papers there'll be three sections.
- 2) Section A is a mixture of multiple choice and short answer questions, and is worth 20 marks.
- 3) Sections B and C are both based around a case study, which could include some data. You'll have to answer a mixture of short and long questions related to the information in each case study.

At the end of each section in this book, you'll find a case study followed by some questions. These case studies may be illustrative examples, or real-life businesses. You don't need to learn the details of these case studies, but you should have a go at answering the questions to help you with Sections B and C in the exams.

The Examiners are Looking for Three Types of Skill

There are basically three types of skill and knowledge that you need to show to get marks in the exams:

Demonstrate knowledge and understanding

- This skill is all about recalling, selecting and communicating.
- You need to show that you've got a really good understanding of the facts, and that you can use appropriate business terms, e.g. sole trader, marketing mix, supply chain.

Apply knowledge and understanding

- This skill is all about applying what you know to different situations.
- Make sure your answer is relevant to the situation that's been described.
- For example, an exam question might tell you about a sole trader who wants to buy a new piece of equipment, and ask you to suggest how they could raise the necessary finance. Here, you wouldn't want to suggest that the business issue more shares since only a limited company can have shares and sole traders are unlimited (see p.8-10).

Analyse and evaluate to demonstrate understanding, make judgements and draw conclusions

- This skill is all about using evidence to make judgements and reach conclusions.
- For example, if you recommend that a business raise money using a mortgage rather than an overdraft, you need to explain why, using what you know about finance.
- Your ideas need to be structured in a logical way so that your arguments make sense.
- Often, these questions won't have just one right answer. The important thing is using evidence from the question to support the conclusion you've come to.

The exams will test your ability to apply knowledge and analyse...

Examiners don't just want to test how well you've memorised the course content. The case studies and exam questions in this book will help you understand how to answer different questions.



Answering Questions

Doing well in Business gets a whole heap easier if you know what the examiners are looking for.

Make Sure you Read the Question

- 1) Command words are just the bit of the question that tell you what to do.
- 2) You'll find answering exam questions much easier if you understand exactly what they mean.
- 3) Here's a summary of the most common command words:

Command word	What to do
State or identify	These words ask for a <u>statement</u> — you don't need to back it up with evidence.
Define	You need to write down <u>what a term means</u> .
Explain	This means you need to give <u>reasons</u> for things. You need to show that you understand the <u>connection</u> between things that happen in the world and the <u>effects</u> they have on businesses.
Analyse	This means "Examine in detail." You should talk about the <u>main features</u> of the thing you're analysing. Then explain <u>how</u> or <u>why</u> these features work together to lead to the end result.
Calculate	Some questions ask for a bit of <u>maths</u> . Remember to <u>show your working</u> .
Complete	You need to <u>fill in</u> the <u>missing parts</u> of some <u>information</u> you've been given (e.g. complete a table).
Recommend	You'll be given some information about a business and asked to say whether the business should <u>do something</u> , or to choose between <u>two options</u> for what the business could do.
Evaluate	You should discuss <u>both sides</u> of an issue. You should finish your answer with a <u>conclusion</u> giving an <u>overall judgement</u> .
Give reasons for your answer	This means you need to include lots of points and <u>explain</u> why they're relevant to your answer. <u>Link</u> your ideas together to build a <u>balanced</u> argument.
Use evidence to support your answer	This means you need to pick out <u>specific information</u> from a case study or piece of data that you've been given, in order to <u>back up</u> your answer.

- 4) In general, you'll need to spend more time and write more for questions that are worth more marks.
- 5) Questions asking you to analyse a situation or recommend a decision that a business should make are worth the most — they'll be 6, 9 or 12 marks. For these questions, it might help to write a quick plan to make sure you don't miss anything, and to make sure you show all the skills from the previous page.



Make sure you read the command words in the exams...

For each question, look at the command words and the number of marks. Longer questions are usually testing your judgement as well as your knowledge, so support your ideas with evidence.

Answering Questions

You'll be asked different types of questions in the exams. Case study questions test if you can apply your knowledge and use evidence to make arguments and conclusions. Other questions will test your maths skills...

You'll have to Answer Questions About Case Studies

- 1) For questions that are based on case study information or on data, make sure you use evidence from the case study or data set as well as your knowledge of Business in your answer.
- 2) For questions using 'analyse' or 'recommend' command words, there will usually be advantages and disadvantages of a situation to think about — to get all the marks, you'll need to give both sides of the argument before coming to a conclusion.
- 3) Before you get started on your answer, read the case study and any data all the way through.
- 4) Then read the whole question carefully and make sure you've understood what you're being asked to do.

You'll often have to consider how different parts of a business work together when answering case study questions.

You'll be Tested on Your Maths Skills

- 1) Maths is everywhere, and your GCSE Business exams are no exception.
- 2) You might be asked to do some calculations using financial data, or interpret a graph.
- 3) If you have to use a formula in your calculation, make sure you write it down — you can get marks for stating the correct formula that you're going to use.
- 4) If you're doing a calculation question, make sure you show your working — even if your final answer's wrong, you could still get some marks if your method was correct.
- 5) And don't forget to take a calculator to the exams.



Don't dive straight into answering questions...

Case study questions can give you a lot of information — including tables and graphs. Before you answer any of the questions, make sure you have read all the information that you've been given.

Why Businesses Exist

There are lots of different reasons why someone might come up with a new idea for a business. In the end, the purpose of most businesses can be boiled down to one of two things — either to provide goods or services.

Businesses Supply Goods or Services

- 1) Businesses sell products to customers who are willing to pay for them.
- 2) Products can be goods or services:

Goods

These are physical items like books or furniture.

Services

These are actions performed by other people to aid the customer, e.g. barbers and plumbers provide services.

- 3) Some businesses provide goods or services that are needs — things that you can't live without (like water and food).
- 4) Others provide goods or services that are wants — things you would like to have, but can survive without (like holidays and jewellery).

Businesses are Set Up for Various Reasons

Businesses can be set up for a whole host of reasons. Here are the main ones:

- 1) Some businesses are set up when someone starts making a good or providing a service that they think customers will want to pay for.
- 2) Some people start businesses that distribute goods. E.g. they buy products from a manufacturer and then sell them on to other businesses or to individual customers.
- 3) Some businesses are specifically set up to benefit other people. They could make goods or provide a service. For example, there are businesses that organise volunteers to go into schools and help children learn how to read. Many of these businesses are not-for-profit organisations (see p.11).
- 4) Some people will start a business because they see a business opportunity that they want to fulfil. This is an investment in e.g. equipment, which will allow an individual (or a group of people) to start a business. For example, a person may buy rights to a franchise. This is where they start their own business under the name of another company (see p.25). They may do this if they notice that branches of the company aren't available in their local area.



A business needs to sell things that people want to buy...

You need to know the definitions of lots of business terms to pass your Business GCSE. As you're revising, you could make a list of business terms you come across and their meanings (e.g. goods and services). Then you could check you're confident you know each entry on your list before exam time.