

Business Studies Revision

Topic based revision

The exam is based on all the content we have covered so far this year, students should use their revision guides, class exercise books and the revision cards I have provided to revisit previous learning. Learning the key terms (in exercise books) will help students to identify and use the correct business terminology. BBC bitesize also has useful revision resources [GCSE Business - Edexcel - BBC Bitesize](#)

Topic 1.1-

The dynamic nature of business- pages 1-5 in the revision guide

The dynamic nature of business	Why new business ideas come about: <ul style="list-style-type: none">• Changes in technology• Changes in what consumers want• Products and services becoming obsolete
	How new business ideas come about: <ul style="list-style-type: none">• Original ideas• Adapting existing products / services / ideas
Risk and reward	The impact of risk and reward on business activity: <ul style="list-style-type: none">• Risk: business failure, financial loss, lack of security• Reward: business success, profit, independence
The role of business enterprise	The role of business enterprise and the purpose of business activity: <ul style="list-style-type: none">• To produce goods or services• To meet customer needs• To add value: convenience, branding, quality, design, unique selling points
	The role of entrepreneurship: <ul style="list-style-type: none">• An entrepreneur: organises resources, makes business decisions, takes risks

Topic 1.2-

Spotting a business opportunity- pages 6-14 in the revision guide

Customer needs	Identifying and understanding customer needs: <ul style="list-style-type: none">• What customer needs are: price, quality, choice, convenience• The importance of identifying and understanding customers: generating sales and business survival
Market Research	The purpose of market research: <ul style="list-style-type: none">• To identify and understand customer needs• To identify gaps in the market• To reduce risk• To inform business decision

	Methods of market research: <ul style="list-style-type: none"> Primary research: survey, questionnaire, focus group, observation Secondary research: internet, market reports, government reports
	The use of data in market research: <ul style="list-style-type: none"> Qualitative and Quantitative data The role of social media in collecting market research The importance of the reliability of market research data
Market Segmentation	How businesses use market segmentation to target customers: <ul style="list-style-type: none"> Identifying market segments: location, demographics, lifestyle, income, age Market mapping to identify a gap in the market and the competition
The competitive environment	Understanding the competitive environment: <ul style="list-style-type: none"> Strengths and weaknesses of competitors based on: price, quality, location, product range and customer service. The impact of competition on business decision making.

Topic 1.3-

Putting a business idea into practice- pages 15-24 in the revision guide

Business aims and objectives	What business aims and objectives are.
	Business aims and objectives when starting up: <ul style="list-style-type: none"> Financial aims and objective: survival, profit, sales, market share, financial security. Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control.
	Why aims and objectives differ between businesses.
Business revenues, costs and profits	The concept and calculations of: <ul style="list-style-type: none"> Revenue Fixed and variable costs Total costs Profit and loss Interest Break-even level of output Margin of safety
	Interpretation of break-even diagrams: <ul style="list-style-type: none"> The impact of changes in revenue and costs Break-even level of output Margin of safety Profit and loss
Cash and cashflow	The importance of cash to a business: <ul style="list-style-type: none"> To pay suppliers. Overheads and employees To prevent business failure (insolvency) The difference between cash and profit
	Calculation and interpretation of cash-flow forecasts: <ul style="list-style-type: none"> Cash inflows Cash outflows Net cash flow Opening and closing balances
Sources of business finance	Sources of finance for a start-up or established small business: <ul style="list-style-type: none"> Short-term sources: overdraft and trade credit Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.

Topic 1.4-

Making the business effective- pages 25-28 in the revision guide

The options for startup and small businesses	The concept of limited liability: <ul style="list-style-type: none">Limited and unlimited liability.The implications for the business owner(s) of limited and unlimited liability.
	The types of business ownership for start-ups: <ul style="list-style-type: none">Sole trader, partnership, private limited company (PLC).The advantages and disadvantages of each type of business ownership.
	The option of starting up and running a franchise operation: <ul style="list-style-type: none">The advantages and disadvantages of franchising.
Business Location	Factors influencing business location: <ul style="list-style-type: none">Proximity to: market, labour, materials and competitors.Nature of the business activity.The impact of the internet on location decisions: e-commerce and / or fixed premises.

Exam technique

Being able to answer exam questions effectively is a key skill in maximising exam grades.

In the revision guide, there are sections on how to develop exam skills from page 43-48 and 86-91

I would also recommend using YouTube tutorials from Business Teacher T, Bizconsesh and Mr Ilahi (make sure you specify Edexcel)-

Look for tutorials on-

- Short answers 1-, 2-, and 3-mark answers
- 6 mark analyse questions
- 6 mark discuss questions
- 9 mark justify questions

You will not have a 12-mark question in this exam