






## GCSE Business Paper 2 Personalised Learning Checklist

Use the PLC below to help you plan your revision and focus on the topics you feel you need to work ok. For each topic, there is a revision page for the Pearson revision guide and a QR code to the BBC bitesize website. You can also click on the QR code to take you to the website.

### Topic 5: Business Growth

| Topic   | 😊 | 😐 | 😞 | Revised? | Revision Guide Page | BBC Bitesize QR Code  |
|---|---|---|---|----------|---------------------|---|
| Methods of business growth and their impact: <ul style="list-style-type: none"> <li>• internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas)</li> <li>• external (inorganic) growth: merger, takeover.</li> </ul>   |   |   |   |          | 49                  |    |
| The types of business ownership for growing businesses: <ul style="list-style-type: none"> <li>• public limited company (plc)</li> </ul> Sources of finance for growing and established businesses: <ul style="list-style-type: none"> <li>• internal sources: retained profit, selling assets</li> <li>• external sources: loan capital, share capital, including stock market flotation (public limited companies).</li> </ul>  |   |   |   |          | 50-51               |   |
| Why business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> <li>• in response to: market conditions, technology, performance, legislation, internal reasons.</li> </ul>  |   |   |   |          | 52                  |  |
| How business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> <li>• focus on survival or growth</li> <li>• entering or exiting markets</li> <li>• growing or reducing the workforce</li> <li>• increasing or decreasing product range</li> </ul>   |   |   |   |          | 53                  |   |
| The impact of globalisation on businesses: <ul style="list-style-type: none"> <li>• imports: competition from overseas, buying from overseas</li> <li>• exports: selling to overseas markets</li> <li>• changing business locations</li> <li>• multinationals.</li> </ul>   |   |   |   |          | 54                  |  |
| Barriers to international trade: <ul style="list-style-type: none"> <li>• tariffs</li> <li>• trade blocs.</li> </ul>  |   |   |   |          | 55                  |   |
| How businesses compete internationally: <ul style="list-style-type: none"> <li>• the use of the internet and e-commerce</li> <li>• changing the marketing mix to compete internationally.</li> </ul>  |   |   |   |          | 56                  |   |
| The impact of ethical and environmental considerations on businesses: <ul style="list-style-type: none"> <li>• how ethical considerations influence business activity:</li> <li>• possible trade-offs between ethics and profit</li> <li>• how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit</li> <li>• the potential impact of pressure group activity on the marketing mix.</li> </ul> |   |   |   |          | 57-58               |  |



## Topic 6: Marketing

| Topic  | 😊 | 😐 | 😞 | Revised? | Revision Guide Page | BBC Bitesize QR Code  |
|--|---|---|---|----------|---------------------|---|
| The design mix: <ul style="list-style-type: none"> <li>function, aesthetics, cost.</li> </ul>  |   |   |   |          | 59                  |    |
| The product life cycle: <ul style="list-style-type: none"> <li>the phases of the product life cycle</li> <li>extension strategies.</li> </ul>  |   |   |   |          | 59-60               |   |
| The importance to a business of differentiating a product/ service.  |   |   |   |          | 60                  |   |
| Price: <ul style="list-style-type: none"> <li>pricing strategies</li> <li>influences on pricing strategies: technology,</li> </ul>   |   |   |   |          | 61-62               |    |
| Promotion: <ul style="list-style-type: none"> <li>appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding</li> <li>the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.</li> </ul> |   |   |   |          | 63-64               |  |
| Place: <ul style="list-style-type: none"> <li>methods of distribution: retailers and e-tailers (e-commerce).</li> </ul>  |   |   |   |          | 65                  |  |
| Using the marketing mix to make business decisions: <ul style="list-style-type: none"> <li>How each element of the marketing mix can influence other elements.</li> <li>Using the marketing mix to build competitive advantage.</li> <li>How an integrated marketing mix can influence competitive advantage.</li> </ul>     |   |   |   |          | 66                  |  |

## Topic 7: Business Operations

| Topic  | 😊 | 😐 | 😞 | Revised? | Revision Guide Page | BBC Bitesize QR Code  |
|--|---|---|---|----------|---------------------|---|
| The purpose of business operations: <ul style="list-style-type: none"> <li>to produce goods</li> <li>to provide services</li> </ul>  |   |   |   |          | 67                  |    |
| Production processes: <ul style="list-style-type: none"> <li>different types: job, batch, flow</li> <li>the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices</li> </ul>                                   |   |   |   |          | 67                  |   |
| Impacts of technology on production: <ul style="list-style-type: none"> <li>balancing cost, productivity, quality and flexibility</li> </ul>   |   |   |   |          | 68                  |   |
| Managing stock: <ul style="list-style-type: none"> <li>interpretation of bar graph stock graphs</li> <li>the use of just in time (JIT) stock control</li> </ul>  |   |   |   |          | 69                  |   |
| The role of procurement: <ul style="list-style-type: none"> <li>relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust</li> <li>the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.</li> </ul> |   |   |   |          | 70                  |   |
| The concept of quality and its importance in: <ul style="list-style-type: none"> <li>the production of goods and the provision of services: quality control and quality assurance</li> <li>allowing a business to control costs and gain a competitive advantage</li> </ul>          |   |   |   |          | 71                  |  |
| The sales process: product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service   |   |   |   |          | 72                  |  |
| The importance to businesses of providing good customer service.   |   |   |   |          | 72                  |   |

## **Topic 8: Business Finances**

| <b>Topic</b>  | 😊 | 😐 | ☹️ | <b>Revised?</b> | <b>Revision Guide Page</b> | <b>BBC Bitesize QR Code</b>   |
|---|---|---|----|-----------------|----------------------------|---|
| The concept and calculation of: <ul style="list-style-type: none"><li>• gross profit</li><li>• net profit</li></ul>   |   |   |    |                 | 73                         |  |
| Calculation and interpretation of: <ul style="list-style-type: none"><li>• gross profit margin</li><li>• net profit margin</li><li>• average rate of return.</li></ul>  |   |   |    |                 | 74                         |   |
| The use and interpretation of quantitative business data to support, inform and justify business decisions: <ul style="list-style-type: none"><li>• information from graphs and charts</li><li>• financial data</li><li>• marketing data</li><li>• market data.</li></ul> |   |   |    |                 | 75                         |  |
| The use and limitations of financial information in: <ul style="list-style-type: none"><li>• understanding business performance</li><li>• making business decisions.</li></ul>  |   |   |    |                 | 76                         |   |

## Topic 9: Human Resources

| Topic  | 😊 | 😐 | 😞 | Revised? | Revision Guide Page | BBC Bitesize QR Code  |
|--|---|---|---|----------|---------------------|---|
| Different organisational structures and when each are appropriate: <ul style="list-style-type: none"> <li>hierarchical and flat</li> <li>centralised and decentralised</li> </ul>  |   |   |   |          | 77                  |    |
| The importance of effective communication: <ul style="list-style-type: none"> <li>the impact of insufficient or excessive communication on</li> <li>efficiency and motivation</li> <li>barriers to effective communication</li> </ul>  |   |   |   |          | 78                  |   |
| Different ways of working: <ul style="list-style-type: none"> <li>part-time, full-time and flexible hours</li> <li>permanent, temporary, and freelance contracts</li> <li>the impact of technology on ways of working: efficiency,</li> <li>remote working.</li> </ul>             |   |   |   |          | 79                  |   |
| Different job roles and responsibilities: <ul style="list-style-type: none"> <li>key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff.</li> </ul>   |   |   |   |          | 80                  |  |
| How businesses recruit people: <ul style="list-style-type: none"> <li>documents: person specification and job description, application form, CV</li> <li>recruitment methods used to meet different business needs (internal and external recruitment).</li> </ul>                 |   |   |   |          | 80-81               |   |
| How businesses train and develop employees: <ul style="list-style-type: none"> <li>different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews.</li> </ul> |   |   |   |          | 82-83               |  |
| Why businesses train and develop employees: <ul style="list-style-type: none"> <li>the link between training, motivation and retention</li> <li>retraining to use new technology.</li> </ul>   |   |   |   |          |                     |   |
| The importance of motivation in the workplace: <ul style="list-style-type: none"> <li>attracting employees, retaining employees, productivity.</li> </ul>  |   |   |   |          | 84                  |  |
| How businesses motivate employees: <ul style="list-style-type: none"> <li>financial methods: remuneration, bonus, commission, promotion, fringe benefits</li> <li>non-financial methods: job rotation, job enrichment, autonomy.</li> </ul>  |   |   |   |          | 84-85               |   |