



GCSE Business

Parents' Preference Evening
2019

Why take Business?

Business is a course that is on every news bulletin everyday. It affects your life now and your future. It will influence what you do, what you think and what choices you will make in your career ahead.

You will learn about enterprises and entrepreneurs, marketing and human resources, politics and finance. You will learn to understand how decisions are made, how fortunes can be earned or lost by studying giant multinational corporations and small sole traders.

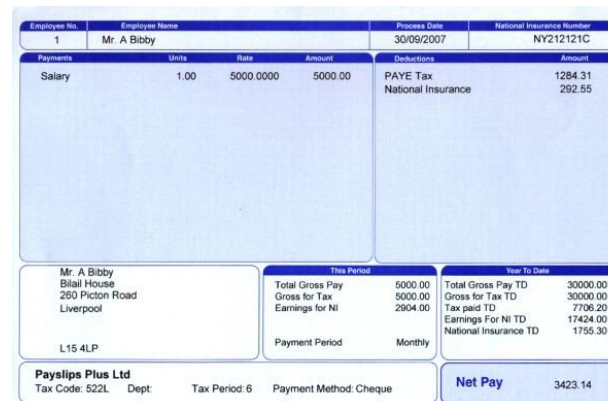
Possible career choices with business include management, marketing, finance, accounting, banking, retailing, manufacturing and local government. It will equip you for pretty much everything.



What are the key features of this course?

The key features of OCR's GCSE (9-1) in Business will enable learners to develop:

- An interest in business and entrepreneurial skills
- Connections between theory and practice so that learners are able to apply their understanding of business to real organisations
- An informed approach that will help learners to evaluate choices and decisions about their own future working lives
- Confidence in using both qualitative and quantitative data to make business decisions.



The screenshot shows a payroll slip for Mr. A Bibby, processed on 30/09/2007. It details a salary payment of 5000.00, with deductions for PAYE Tax (1284.31) and National Insurance (292.55). The net pay is 3423.14. The slip also includes contact information for Payslips Plus Ltd and a summary of earnings and taxes for the period.

Employee No.	Employee Name	Process Date	National Insurance Number
1	Mr. A Bibby	30/09/2007	NY212121C

Payments	Units	Rate	Amount	Deductions	Amount
Salary	1.00	5000.0000	5000.00	PAYE Tax	1284.31
				National Insurance	292.55

Mr. A Bibby Blial House 280 Picton Road Liverpool L15 4LP	This Period		Year To Date	
	Total Gross Pay	Gross for Tax	Total Gross Pay TD	Gross for Tax TD
	5000.00	5000.00	30000.00	30000.00
		2904.00		7706.20
				17424.00
				1755.30

Payslips Plus Ltd	Tax Code: 522L	Dept:	Tax Period: 6	Payment Method: Cheque	Net Pay
					3423.14

What will I study?



Business 1: business activity, marketing and people (01)	
1. Business activity	1.1 The role of business enterprise and entrepreneurship 1.2 Business planning 1.3 Business ownership 1.4 Business aims and objectives 1.5 Stakeholders in business 1.6 Business growth
2. Marketing	2.1 The role of marketing 2.2 Market research 2.3 Market segmentation 2.4 The marketing mix
3. People	3.1 The role of human resources 3.2 Organisational structures and different ways of working 3.3 Communication in business 3.4 Recruitment and selection 3.5 Motivation and retention 3.6 Training and development 3.7 Employment law

Business 2: operations, finance and influences on business (02)	
4. Operations	4.1 Production processes 4.2 Quality of goods and services 4.3 The sales process and customer service 4.4 Consumer law 4.5 Business location 4.6 Working with suppliers
5. Finance	5.1 The role of the finance function 5.2 Sources of finance 5.3 Revenue, costs, profit and loss 5.4 Break-even 5.5 Cash and cash flow
6. Influences on business	6.1 Ethical and environmental considerations 6.2 The economic climate 6.3 Globalisation
7. The interdependent nature of business	

How will I be examined?

Content Overview	Assessment Overview	
<ul style="list-style-type: none">• Business activity• Marketing• People	Business 1: business activity, marketing and people (01) 80 Marks 1 Hour 30 Minutes paper	50% of total GCSE
<ul style="list-style-type: none">• Operations• Finance• Influences on business• The interdependent nature of business	Business 2: operations, finance and influences on business (02)* 80 Marks 1 Hour 30 Minutes paper	50% of total GCSE

The style of the exams

OCR
Oxford Cambridge and RSA

Accredited

GCSE (9–1) Business
J204/01 Business 1: business activity, marketing and people
Sample Question Paper

Date – Morning/Afternoon
Time allowed: 1 hour 30 minutes

You may use:

- A calculator

First name

Last name

Centre number

Candidate number

INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number and candidate number.
- Section A and B: answer all the questions.
- Write your answer to each question in the space provided.
- Additional paper may be used if necessary, but you must clearly show your candidate number, centre number and question number(s).
- Do not write in the bar codes.

INFORMATION

- The total mark for this paper is 80.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document consists of 16 pages.

Multi-Choice Questions

2

Section A

Answer all the questions.

1 Which of these is an example of digital communication?

A A face-to-face interview
B A letter
C A magazine
D A website

Your answer

[1]

2 What is the final stage of the product life cycle?

A Decline
B Delegation
C Distribution
D Diversification

Your answer

3 Which of the following is an internal stakeholder of a business that trades as a partnership?

A A customer
B A shareholder
C A supplier
D An employee

Your answer

4 Which of the following are the customers of a business most likely to be interested in?

A Employee wages
B Job security
C Product range
D Share dividends


Your answer

Case Studies with longer, written responses

16

Text 1

Boohoo.com



Boohoo was started in 2006 by two entrepreneurs who had the idea of starting a business where customers could buy the latest fashions online.

Boohoo has expanded using organic growth, and has become a global online retailer of its own brand clothes, shoes and accessories. It now sells in over 100 countries. Boohoo charge for delivery. It has millions of website users per month.

The target market for the Boohoo brand is men and women who are 16 to 24 years old and are fashion conscious. To reach this market, Boohoo uses social media. The business is active on Facebook, Twitter, YouTube and Instagram.

Boohoo has also introduced apps for smartphones and tablets that allow customers to browse and buy products very easily.

(a) State two characteristics of an entrepreneur.

.....

..... [2]

(b) Explain how Boohoo may have expanded using 'organic growth'.

.....

.....

..... [2]

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To Summarise

- ▶ You will learn about the world of business - how it is organised, financed and developed.
- ▶ You will be better informed to make decisions about your own future and your career.
- ▶ There are two exams at the end of the course.

