

Edexcel GCSE Business 9-1

Exam Overview: Two Exams Papers:

Theme 1: Investigating small business

Written examination: 1 hour and 45 minutes 50% of the qualification 90 marks

Theme 2 – Building a Business

Written examination: 1 hour and 45 minutes 50% of the qualification 90 marks

Students will need a calculator

Exam Paper overview

The paper is divided into three sections:

- Section A: 35 marks
- Section B: 30 marks
- Section C: 25 marks.

The paper will consist of calculations, multiple-choice, short-answer and extended-writing questions.

Questions in Sections B and C will be based on business contexts given in the paper for both exams

Paper 1: Exam Date: 09/05/2025

Paper 2: Exam Date: 16/06/2025

Paper Theme 1 – Investigating Small Business

Topic 1.1 Enterprise and Entrepreneurship	R	A	G
1. Dynamic nature of business			
2. Why new business ideas come about			
3. How new business ideas come about			
4. Risk and reward			
5. Purpose of business activity			
6. Good and services			
7. Meeting customer needs			
8. Adding value			
9. USP			
10. Role of entrepreneurship			
Topic 1.2 Spotting a Business Opportunity	R	A	G
1. Identifying and understanding customer needs			
2. Purpose of market research			
3. Methods of market research			
4. Primary data			

5. Secondary data			
6. Qualitative data			
7. Quantitative data			
8. Social media			
9. Reliability of data			
10. Market segmentation			
11. Using market segmentation to target customers			
12. Market mapping			
13. The competitive environment			
14. Analysing competitors			
15. Impact of competition			
Topic 1.3 Putting a business idea into practice	R	A	G
1. Financial objectives			
2. Non-financial objectives			
3. Revenue			
4. Fixed costs			
5. Variable costs			
6. Total costs			
7. Profit and Loss			
8. Break even			
9. Margin of safety			
10. interest			
11. Interpreting break even charts			
12. Impact of changes in revenue and costs			
13. Importance of cash			
14. Calculating cash flow forecasts			
15. Interpreting cash flow forecasts			
16. Sources of finance			
17. Short-term sources of finance			
18. Long-term sources of finance			
Topic 1.4 Making the business effective	R	A	G
1. Limited and unlimited liability			
2. Sole trader			
3. Partnership			
4. Private Limited Company			
5. Franchise			
6. Factors influencing business location			
7. The Marketing Mix			
8. Price			
9. Product			
10. Place			
11. Promotion			
12. How the elements of the marketing mix work together			
13. Role and importance of a business plan			
14. Purpose of business planning			

Topic 1.5 Understanding External Influences	R	A	G
1. Stakeholders			
2. Impact of stakeholders			
3. Technology used by business			
4. Influence of technology			
5. Purpose of legislation			
6. Consumer law			
7. Employment law			
8. Impact of legislation on business			
9. The economy and impact of economic climate			
10. Inflation			
11. Interest rates			
12. Exchange rates			
13. Responding to external influences			

Paper Two: Theme 2 – Building a Business

Topic 2.1 Growing the business	R	A	G
1. Methods of growth			
2. Impacts of growth			
3. PLCs			
4. Multinational business			
5. Internal sources of finance for growth			
6. External sources of finance for growth			
7. Why aims and objectives evolve			
8. How aims and objectives evolve			
9. Impact of globalisation			
10. Barriers to international trade			
11. How businesses compete internationally			
12. Impact of ethical and environmental considerations			
Topic 2.2 Making Marketing Decisions	R	A	G
1. The design mix			
2. The product life cycle			
3. Importance of differentiation			
4. Pricing strategies			
5. Influences on pricing strategies			
6. Promotion strategies			
7. Technology and promotion			
8. Retailing			
9. E-tailing			

10. How elements of the marketing mix influence each other			
11. Competitive advantage and the marketing mix			
Topic 2.3 Making Operational Decisions	R	A	G
1. Understanding business operations			
2. Production processes			
3. Impact of technology on production			
4. Role of procurement			
5. Managing stock			
6. Concept of quality			
7. Importance of quality			
8. The sales process			
9. Importance of good customer service			
Topic 2.4 Making Financial Decisions	R	A	G
1. Gross profit			
2. Net profit			
3. Calculating profit margins			
4. Interpreting profit margins			
5. Calculating ARR			
6. Interpreting ARR			
7. Interpreting financial diagrams			
8. Using and interpreting data for marketing			
9. Using and interpreting financial data			
Topic 2.5 Making Human Resource Decisions	R	A	G
1. Organisational structures			
2. Importance of effective communication			
3. Different ways of working			
4. Roles and responsibilities			
5. Recruitment process			
6. Training and development			
7. Reasons to train and develop staff			
8. Importance of motivation			
9. How to motivate employees			

Question Guidance:

1 mark (1 Minute per question)	
Multiple Choice Question	Read the question do you need to pick one or two options.
<p>State/ Give; Answers normally require one word.</p> <p>Identify; Usually requires you to interpret data from a graph. Simply provide the answer and move on. <i>NB: Answers to these questions need to be given in context.</i></p> <p>Define; Provide a clear and precise definition of the term that has been provided by your teacher. <i>NB; this will only appear in Paper 2 so DO NOT waste your time memorising all key term definitions in Paper 1</i></p>	<p>State one benefit to Last Course Patisserie of conducting secondary market research. <i>Research in the food industry has already been carried out and will save time.</i></p>
2 marks (2 and a half minutes per question)	
<p>Calculate; Answer showing the formula and your workings (you will get these marks if the answer is wrong). Make sure you use the correct unit e.g.; £</p>	<p>Table 1 contains information about a small business for one month. The business sold 340 units in this month. Using the information from table 1, calculate the total costs for one month. You are to show your workings. <i>Total costs = Fixed costs + variable costs</i> <i>Total costs = £3600 + (£9 x 340)</i> <i>Total costs = £6660</i></p>
<p>Outline; One reason in context should be given that is then explained with one connective strand e.g.; 'which means'</p>	<p>Outline one risk taken by the owners when starting Last Course Patisserie. <i>The owners risked the loss of security from their regular wage (1) because there may not be a demand for hand-made desserts (1)</i></p>
3 marks (4 minutes per question)	
<p>Explain; Give your answer and then follow this through with two connective points:</p> <ul style="list-style-type: none"> - Because - Leads to - Therefore <p><i>NB: These type of questions are only found in Section A of both papers so no context is required.</i></p>	<p>Explain one benefit to an entrepreneur of buying a franchise to start a business. <i>An entrepreneur could benefit from national advertising campaigns (1), which means they will have access to a larger budget (1), therefore increasing brand awareness (1)</i></p>
6 marks (7 Minutes per question)	
<p>Discuss; Give your answer and then follow this through with five connective points:</p> <ul style="list-style-type: none"> - Because - Which means - Therefore - As a result - In turn <p>You can do this as 2 x separate points if you prefer:</p> <ul style="list-style-type: none"> - Because - Leads to - Therefore 	<p>Discuss the importance of cash to the survival of a small business. <i>Having cash will allow the business to pay its suppliers on time (1), because the business has the cash flow available to do this (1), which means there is trust between the businesses and suppliers (1), therefore allowing the business to purchase goods using credit (1), as a result cash flow can improve (1), in turn allowing the business to use cash for other urgent things preventing it from failing (2).</i> OR</p>

<p><i>NB: These type of questions are only found in Section A of both papers so no context is required.</i></p>	<p><i>Having cash will allow the business to pay its suppliers on time (1), because the business has the cash flow available to do this (1), which means there is trust between the businesses and suppliers (1), therefore allowing the business to purchase goods using credit (1). Having cash will allow employees to be paid on time (1), because the business have cash flow available to do this (1), which means employees will not be de-motivated because they are not being paid (1), therefore not having to endure recruitment and selection costs (1)</i></p>
<p>Analyse; Give your answer and then follow this through with five connective points that ARE in context:</p> <ul style="list-style-type: none"> - Because - Which means - Therefore - As a result - In turn <p>You can do this as 2 x separate points if you prefer:</p> <ul style="list-style-type: none"> - Because - Leads to - Therefore <p><i>NB: These types of questions are only found in Section B of both papers and will require context.</i></p>	<p>Analyse the impact on Last Course Patisserie of operating as a private limited company.</p> <p><i>It can make it easier to raise finance for the business by selling shares (1), because the business can sell shares to friends and family (1), which means the new machine can be purchased (1), therefore increasing production making more available to be sold (1), as a result can help increase turnover (1), in turn increasing profit (1).</i></p> <p>OR</p> <p><i>It can make it easier to raise finance for the business by selling shares (1), because the business can sell shares to friends and family (1), which means the new machine can be purchased (1), therefore increasing production making more available to be sold (1).</i></p> <p><i>Furthermore, the owner will not be responsible for the debts that the business may get into (1), because the company has limited liability (1), which means only the machinery may get taken to cover debts, therefore keeping personal assets safe (1).</i></p>
<p>9 marks (10 minutes per question)</p>	
<p>Justify; Pick an option and then ensure that there three connective points for each side of the option that ARE in context:</p> <p>Positive of that option</p> <ul style="list-style-type: none"> - Because - Leads to - Therefore <p>Negative of that option:</p> <ul style="list-style-type: none"> - Because - Leads to - Therefore <p>You must make a judgement at the end.</p> <ul style="list-style-type: none"> - Why the other option is not suitable 	<p>Fender is considering two options to increase its profitability: Option 1- Increase advertising/ Option 1: Increase prices. Justify which one of these options should Fender choose?</p> <p><i>Fender should choose option 1, because for Fender to increase advertising is that it would improve the awareness of the 'musical instruments' they sell, which means that the instruments would be widely seen by the intended target market (such a popular musicians), therefore leading to increased sales of musical instruments and attracting an increase in revenue. However, increasing advertising of 'some of the finest instruments in the world' would be costly to Fender, because they would need to ensure they're generating enough revenue from the sales of the instruments consistently to cover the additional costs of marketing, which means costs will increase, therefore potentially reducing the profit margins available. Overall, increasing advertising of their musical instruments is the most suitable option for Fender as it would help them stand out from their rivals and help them</i></p>

	<p>attract and make the right decision. However, this depends on the choice of advertising that Fender use and the effectiveness of this to reach their target market. Option 2, may not be a suitable option for Fender as they already charge high prices, and demand for the instruments would decrease if the economy were to fall into a recession.</p>
12 marks (14 Minutes per question)	
<p>Evaluate; These questions will always be presented for you to be able to give 2 sides of an argument- normally a 'Yes' or a 'No'. Answers need to be given in context.</p> <p>Give your answer for each side set out with the following four connective points:</p> <ul style="list-style-type: none"> - Because - Leads to - Therefore <p>You must make a judgement at the end.</p> <ul style="list-style-type: none"> - Think about SR vs LR costs for the business - Think about the size of the business/ aims and objectives - Why the other option is not suitable 	<p>Evaluate the impact of e-commerce on Aphrodite's marketing mix. You should use information provided as well as your own knowledge.</p> <p><i>E-commerce has a great impact on the marketing mix at Aphrodite's. To begin with their 'place' is available 24/7, which means they are able to reach a wider audience to sell their clothes to, therefore increasing sales, resulting in increased profit allowing them to reinvest in other areas of the business such as extending into accessories. Moreover, they are able to keep their prices low, which means they will be more competitive, therefore encouraging customers to come to them over rivals such as Misguided.</i></p> <p><i>However, it could be argued it doesn't have an impact especially with the product element of the marketing mix. As most customers would like to try on clothes to see if they fit correctly, which means customers may be put off buying online, therefore reducing sales, resulting in less profit that they can use to re-invest into other fashion lines.</i></p> <p><i>Overall it does have an impact as at the moment, they are a growing business and their aim is to keep costs low so that they can expand and grow their business. As they expand, place may also be present in the form of a high street shop, which could be seen as a long term aim.</i></p>

Useful websites:

<https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

<https://senecalearning.com/en-GB/seneca-certified-resources/business-gcse-edexcel/>

<https://quizlet.com/gb/content/edexcel-gcse-business-studies-flashcards>

Useful Youtube Videos:

Theme1:

<https://www.youtube.com/watch?v=OgyfbyWd6G8&list=PLftmziinjwtVCnLC4WZlrm5y2d6ILD96p>

<https://www.youtube.com/playlist?list=PLCNbITHBIC4vtjduULq6pZV6UE10rdmkq>

Theme 2:

https://www.youtube.com/watch?v=PuFtnYszmEM&list=PLftmziinjwVTboQdyT_diCZ_7HCAQ_BjK

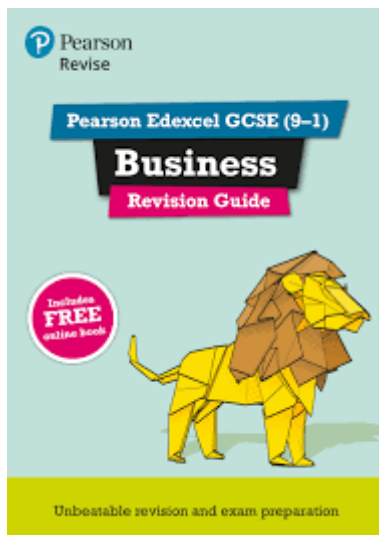
<https://www.youtube.com/playlist?list=PLCNblTHBlC4uWw892yppgvEAY02XV4k-L>

Revision Guides:

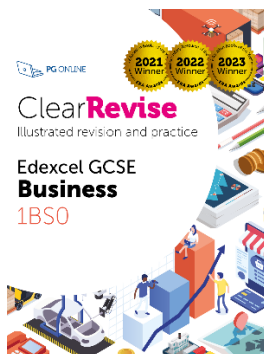
<https://quizlet.com/gb/content/edexcel-gcse-business-studies-flashcards>

Revision Guides:

Pearson REVISE Edexcel GCSE Business: Revision Guide



ClearRevise Edexcel GCSE Business 1BS0



Homework Schedule:

Week Commencing	Homework
13/01/25	Topic 1.1 and 1.2 Forms Quiz Teams Assignment
20/01/25	B&B Builders Ltd Case study questions
27/01/25	Topic 1.3 and 1.4 Forms Quiz Teams Assignment
03/02/25	Disc Golf Case study questions
10/02/25	Seneca revision on Mock Topics Teams Assignment
	February Half-Term
24/02/25	Topic 1.5 and 2.1 Forms Quiz Teams Assignment
03/03/25	Exam Questions on Topics 2.1.1, 2.1.3
10/03/25	Topic 2.2 and 2.3 Forms Quiz Teams Assignment
17/03/25	Exam Questions on Topics 2.2.1, 2.2.4, 2.2.5
24/03/25	Topic 2.4 and 2.5 Forms Quiz Teams Assignment
31/03/25	Seneca Revision Theme 1 Teams Assignment
	Easter Holidays
21/04/25	Primark case Study
28/04/25	BMW Case Study
05/05/25	Paper 1 Revision Seneca Exam on 09/05/25 Teams Assignment
12/05/25	Paper 2 Revision Seneca Exam on 16/05/25 Teams Assignment