Subject: Business

Contact:
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Structure of the exam:

- 1 exam
- 1.5 hours
- 80 marks in total

Topics to be covered in the exam:

Unit 1 – Business Activity

- The role of Business Enterprise and Entrepreneurship
- Business Planning
- Business Ownership
- Business Aims and Objectives
- Stakeholders in Business
- Business Growth

Unit 2 – Marketing

- The role of marketing
- Market research
- Market segmentation
- The marketing mix

Unit 3 – People

- The role of human resources
- Organisational structures and different ways of working
- Communication in business
- Recruitment and selection
- Motivation and retention
- Training and development
- Employment law

Types of question in the exam paper:

- **State / identify** – short answers *(1–2 marks)*
- **Describe** – give details *(2 marks)*
- **Explain** – give reasons *(3–6 marks)*
- **Evaluate** – long, in-depth answers *(7 + 9 marks)*

Essential subject revision:

Type of revision	Resources needed	Time required
Key definitions.	Revision resources from lessons and knowledge organiser on TEAMS	1 hour
Exam Style Question practice	Completing exam style questions. Past papers. (See TEAMS page)	1.5 hours per test

Additional subject revision:

Type of revision	Resources needed	Time required
Create a revision guide	Read and review key content from the qualification handbook: 'found on teams'	30 minutes
Self-quizzing	Using look, cover, write check or completing blank knowledge organisers. Revision resources (i.e. knowledge organiser)	30 minutes
Online help	Two teachers – youtube AI help – ask AI to write questions and mark answers according to OCR business J204 GCSE specifications	2 hours