

Year 10 theme 1 topic list for end of year progress exams

EXAM PERIOD: 29/4/24 – 10/5/24

Topic list

1.1.1 – The dynamic nature of business (Section 1.1.1 – revision cards 1-2 and page 2 of knowledge organiser)

- Why new business ideas come about:
 - Changes in technology.
 - Changes in what consumers want.
 - Products and services becoming obsolete.
- How business ideas come about:
 - Original ideas
 - Adapting existing products/services/ideas

1.1.2 – Risk and reward (section 1.1.2 – Revision cards 1-6 and page 3 of knowledge organiser)

- The impact of risk and reward on business activity:
 - risk: business failure, financial loss, lack of security
 - reward: business success, profit, independence.

1.1.3 The role of business enterprise (section 1.1.3 – Revision cards 1-9 and pages 2-3 of knowledge organiser)

The role of business enterprise and the purpose of business activity:

- To produce goods or services.
- To meet customer needs.
- To add value: convenience, branding, quality, design, unique selling points.

The role of entrepreneurship:

- An entrepreneur: organises resources, makes business decisions, takes risks.

1.2.1 – Customer needs (Section 1.2.1 – Revision cards 1-2 and page 4 of knowledge organiser)

- Identifying and understanding customer needs:
 - what customer needs are: price, quality, choice, convenience
 - the importance of identifying and understanding customers: generating sales, business survival.

1.2.2 – Market research (Section 1.2.2 – Revision cards 1-9 and page 5 of knowledge organiser)

The purpose of market research:

- To identify and understand customer needs.
- To identify gaps in the market.
- To reduce risk.
- To inform business decisions.

Types of market research:

- Methods of primary research: survey, questionnaire, focus group, observation
- Methods of secondary research: Internet, market reports, government reports
- The use of qualitative and quantitative market research data

The role of social media in collecting market research data.

The importance of the reliability of market research data.

1.2.3 – Market segmentation (Section 1.2.3 – Revision cards 1-4 and page 6 of knowledge organiser)

How businesses use market segmentation to target customers:

- Identifying market segments: location, demographics, lifestyle, income, age

Y10 end of year exam Revision Planning											
	BUSINESS										
w/c	1.1.1 dynamic nature of business and 1.1.2 Risk and reward (revision cards and Seneca)	1.1.3 role of business enterprise 1.2.1 Customer needs and 1.2.2 Market research (revision cards and Seneca)	1.2.3 market segmentation and 1.3.1 Business aims and objectives (revision cards and Seneca)	3.2 Business revenue, cost, profit break even and 1.3.3 cash flow (revision cards and Seneca)	Final recall and exam practice						
18/3/24	x	x									
25/3/24			x								
1/4/24	EASTER – Possible exam practice										
8/4/24											
15/4/24				x							
22/4/24					x						
29/4/24	PPE's										
6/5/24											