



Knowledge and Understanding	Skills
<p>Pupils can explain and answer questions on the following topics:</p> <ul style="list-style-type: none"> <li>• Methods of growing a business</li> <li>• Why business aims and objectives change</li> <li>• The impact of globalisation on business</li> <li>• The impact of ethical and environmental impacts on business</li> <li>• Making marketing decisions about the product</li> <li>• Making marketing decisions about the price</li> <li>• Making marketing decisions about the promotion</li> <li>• Making marketing decisions about the place</li> <li>• Using the Marketing Mix to make decisions</li> <li>• The purpose of business operations</li> <li>• Working with suppliers</li> <li>• Managing quality</li> <li>• The sales process</li> <li>• Calculation gross and net profit</li> <li>• Using and interpreting quantitative business data</li> <li>• Organisation structures</li> <li>• Effective recruitment</li> <li>• Effective training and development</li> <li>• The importance of motivation in the workplace</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrates accurate knowledge and understanding of business concepts and issues throughout, including appropriate use of business terminology (AO1b).</li> <li>• Detailed application of knowledge and understanding of business concepts and issues to the business context throughout (AO2).</li> <li>• Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3a).</li> <li>• Draws a valid and well-reasoned conclusion based on a thorough evaluation of business information and issues (AO3b).</li> </ul>
	<ul style="list-style-type: none"> <li>• Sound application of knowledge and understanding of business concepts and issues to the business context although there may be some inconsistencies (AO2).</li> <li>• Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3a).</li> <li>• Makes a judgement, providing a justification based on sound evaluation of business information and issues relevant to the choice made (AO3b).</li> </ul>
	<ul style="list-style-type: none"> <li>• Demonstrates mostly accurate knowledge and understanding of business concepts and issues, including appropriate use of business terminology in places (AO1b).</li> <li>• Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3a).</li> </ul>
	<ul style="list-style-type: none"> <li>• Pupils can answer exam questions identifying one impact point and two linked strands.</li> <li>• Pupils can use the correct calculations and formulas to answer numerical questions.</li> <li>• Limited application of knowledge and understanding of business concepts and issues to the business context (AO2).</li> <li>• Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3a).</li> </ul>