

# Supporting - Participating - eXcelling



Year 12 Revision Checklist 2022	
Subject: <b>GCSE Business and Communication Systems</b>	
	CCEA <a href="https://ccea.org.uk/key-stage-4/gcse/subjects/gcse-business-and-communication-systems-2017">https://ccea.org.uk/key-stage-4/gcse/subjects/gcse-business-and-communication-systems-2017</a>
Unit/Module Title: <b>Unit Two: The Business Environment</b>	
Exam Length:	1 hour
Marks Available:	75 marks
Departmental Resources to support Revision	Revision booklet has been issued in class. Google Classroom – see specific tab for revision materials
External websites to support Revision	<a href="https://ccea.org.uk/key-stage-4/gcse/subjects/gcse-business-communication-systems-2017/support">https://ccea.org.uk/key-stage-4/gcse/subjects/gcse-business-communication-systems-2017/support</a>  <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a>
Past Paper Questions	<a href="https://ccea.org.uk/key-stage-4/gcse/subjects/gcse-business-communication-systems-2017/past-papers-mark-schemes">https://ccea.org.uk/key-stage-4/gcse/subjects/gcse-business-communication-systems-2017/past-papers-mark-schemes</a>
Topics to Revise	What learners need to know
1. Business Ownership	<ul style="list-style-type: none"> <li>• Why a business starts</li> <li>• The four main types – Sole Traders, Partnership and Companies – LTD and PLC</li> <li>• Analyse and evaluate each type</li> </ul>
2. Stakeholders	<ul style="list-style-type: none"> <li>• Definition</li> <li>• Understand the main stakeholder groups eg consumers, suppliers, owners, trade unions etc</li> <li>• How the aims of stakeholders can be in conflict</li> </ul>
3. Communication	<ul style="list-style-type: none"> <li>• Why effective communication is important.</li> <li>• Business Docs – Report, Letter, Agenda and Minutes</li> <li>• Digital Communication – internet, intranet etc</li> <li>• Impact of Digital Technology on Communication</li> </ul>
4. Digital Trading	<ul style="list-style-type: none"> <li>• Definition</li> <li>• Evaluate digital trading for business and customers</li> </ul>
5. Recruitment, Selection and Training	<ul style="list-style-type: none"> <li>• Internal recruitment and its methods</li> <li>• External recruitment and its methods</li> <li>• Main methods of selection</li> <li>• Main reasons and benefits for training</li> <li>• Methods of training – on-the-job and off-the-job</li> </ul>
6. Implications of digital technology for business and customers	<ul style="list-style-type: none"> <li>• Effects on business – retraining, job displacement, job creation and teleworking</li> <li>• Uses of digital technology – RFID, GPS and contactless pay</li> <li>• Impact on business and customers eg cost, security etc.</li> </ul>
7. Marketing	<ul style="list-style-type: none"> <li>• Definition</li> <li>• Market Research – main methods primary and secondary</li> <li>• Impact of digital technology on market research</li> <li>• Marketing Mix                             <ul style="list-style-type: none"> <li>○ Product Life Cycle</li> <li>○ Price – main strategies eg skimming</li> <li>○ Promotion – advertising and sales promotion</li> <li>○ Place – channels of distribution</li> </ul> </li> </ul>