

Business 1

Business activity, marketing and people



Essential Student Guide

J204/01

Essential Exam Information

The Exam - Business 1 J204/01: Business activity, marketing and people

What will the exam be like?

- It will last 1 hour 30 minutes
- The paper is out of 80 marks
- The marks count for 50% of your overall grade
- The paper will be split into 2 sections
- Section A has 15 multiple choice questions
- Section B has 3 case study questions.
- Section B questions need to be answered using short, medium and extended answer responses.
- The context of the questions will come from short unseen case studies in the paper.
- There will be quantitative maths questions, these will make up 10% of the marks awarded

What will the exam test?

- Subject knowledge
- Your ability to apply your knowledge in context to a certain business situation
- Your ability to analyse a business situation in context
- Your reasoned judgement with a suitable justification
- Quantitative math skills

Assessment Objectives

AO1 Apply and knowledge –	
Your ability to demonstrate knowledge and understanding of business concepts and issues	<i>Command words</i>
You might be asked to define the term ‘redundancy’ or explain the advantages of operating as a sole proprietor.	Identify State Explain
AO2 Application and analysis	
How well you can apply your subject knowledge to explain a business situation. In context	<i>Command words</i>
You might be asked to explain how changing the form of ownership of a business from a partnership to a private limited company affects the liability of the owners for any debts they may have.	Calculate Complete Explain
AO3 Evaluation and recommendation	
Using analysis to evaluate business information and issues to show business understanding. To make judgements and draw conclusions with a suitable justification.	<i>Command words</i>
You could be asked to recommend a method of selection to use to choose between people who have applied for a particular job. Or you could be asked to judge particular motivational tools as the best way to motivate specific workers.	Analyse Discuss Evaluate Recommend

Command Words

Section B questions will be assessed using command words. The command word will tell you which objective is being assessed.

Command Word	Description
Identify State	You need to show your subject knowledge
Explain	You will need to demonstrate and apply your knowledge and understanding
Calculate Complete	You will need to apply your maths skills; using a calculation or completing a table of data by filling in the gaps
Analyse	Goes further than just explaining. You need to present the consequences of actions, both positive and negative, in a logical chain of reasoning
Evaluate	Grounded in application and analysis, you will need to weigh up both sides of an argument, compare alternatives and come to a supported judgement
Recommend	Your ability to make fully supported and justified judgements in context

Quantitative Maths Skills

Business GCSE requires you to show numerical maths ability by completing calculations and interpreting data in context. You will need to apply the data in context to the relevant questions.

Calculations

Calculations in a business context, including;

- Percentages and percentage changes
- Averages
- Revenue, costs and profit
- Gross profit and net profit margin ratios
- Average rate of return
- Cash flow forecasts, including total costs, total revenue and net cash flow

Interpretation

Interpretation and use of quantitative data in business contexts to support, inform and justify business decision, including:

- Information from graphs and charts
- Profitability ratios (gross profit margin and net profit margin)
- Financial data, including profit and loss, average rate of return and cash flow forecasts
- Marketing data, including market research data
- Markets data, including market share, changes in costs and changes in prices

At least 10% of the total marks for the qualification will reward the use of quantitative maths skills at a level expected of key stage 3 learners.

Business Grade Descriptors

As a new GCSE we currently have no mark schemes or examples of work that demonstrate grade boundaries. Ofqual have published grade descriptors of what students need to be able to do to reach the threshold for certain grades. These descriptors are a great starting point. Source: www.gov.uk

Grade	Candidates will be able to:
8	<ul style="list-style-type: none">• Demonstrate relevant and comprehensive knowledge and understanding of a wide range of business concepts and issues• Apply knowledge and critical understanding to select relevant information from a wide range of financial and non-financial sources to investigate business organisations and concepts in familiar and unfamiliar contexts, using a wide range of subject specific terminology• Use a range of relevant quantitative skills• Critically analyse and evaluate available information and evidence to make reasoned, substantiated judgements and conclusions, and, where appropriate, suggest viable recommendations for future activity
5	<ul style="list-style-type: none">• Demonstrate mostly accurate and appropriate knowledge and understanding of a range of business concepts and issues• Apply knowledge and understanding to select information from a range of sources to investigate business organisations and concepts in familiar and some unfamiliar contexts, using some appropriate subject specific terminology• Use a some relevant quantitative skills• Analyse and provide some evaluation of information and evidence to make plausible judgements and conclusions which may extend to suggesting some viable recommendations for future activity
2	<ul style="list-style-type: none">• Demonstrate basic knowledge and understanding of some aspects of business concepts and issues• Apply, in a limited way, knowledge and understanding to investigate business organisations and/or concepts, using everyday language• Use a some obvious, simple quantitative skills• Use and describe some information to draw basic lines of reasoning, making straightforward judgements and, possibly, offer simple suggestions for future activity

Specification – Business 1 J204/01

Topic	Knowledge	To include	Happy ☺
1.1 The role of business enterprise and entrepreneurship	The purpose of business activity and enterprise	Spotting an opportunity, developing an idea for business and satisfying the needs of customers	
	Characteristics of an entrepreneur	Creativity, risk taking, determination and confidence	
	The concept of risk and reward	Ads and dads	
1.2 Business planning	The purpose of planning a business activity	Reducing risk and helping a business to succeed	
	The role and importance and usefulness of a business plan	Identifying markets, help with obtaining finance, identifying resources a business needs to operate and achieving business aims and objectives	
1.3 Business Ownership	The features of different types of business ownership	Sole traders, partnerships, private and public limited companies	
	The concept of limited liability		
	The suitability of differing types of ownership in different business contexts	Start-ups and established businesses	
1.4 Business aims and objectives	The aims and objectives of business	Profit, survival, growth, providing a service and market share	
	How and why objectives might change as businesses evolve		
	Why different businesses may have different objectives		
1.5 Stakeholders in business	The role and objectives of internal and external stakeholder groups	Owners, employees, customers, suppliers, government and the local community	

	The effect business activity has on stakeholders		
	The effect stakeholders have on business		
1.6 Business growth	Organic growth	Increasing output, gaining new customers, developing new products and increasing market share	
	External growth	Mergers, takeovers - including horizontal, vertical and diversification	
2.1 The role of marketing	The purpose of marketing within business	The importance to a business of identifying and understanding its customers, informing customers, increasing sales	
2.2 Market research	The purpose of market research	Identifying and understanding customer needs	
	Primary research methods	Questionnaires, interviews, trialing and focus groups	
	Secondary research methods	Newspapers and magazines, census, websites and internal data	
	How appropriate different methods and sources of market research are for different business purposes		
	The use and interpretation of qualitative and quantitative data in market research		
2.3 Market segmentation	The use of segmentation to target customers	Age, gender, income, location and lifestyle	
2.4 The marketing mix	The 4 Ps of marketing and their importance; <ul style="list-style-type: none"> • Product 	Price, product, place and promotion <ul style="list-style-type: none"> • Design, innovation and invention 	

	<ul style="list-style-type: none"> • Product - stages of the product life cycle • Pricing methods • Promotion – point of sale • Promotion – advertising • Place – distribution of products and services 	<ul style="list-style-type: none"> • Introduction, growth, maturity and decline • Skimming, cost-plus, penetration, competitor and promotional • Price reductions, loss leaders, competitions and free samples • Social media, websites, print media, television and radio • Digital and physical distribution channels 	
	How the 4 Ps of the marketing mix work together		
	The use of the marketing mix to inform and implement business decisions		
	Interpretation of market data	Changes in demand, target market and market share, changes in product and effects of promotion	
3.1 The role of human resources	The purpose of human resources in business	Identifying and meeting the human resource needs of a business	
3.2 Organisational structures and different ways of working	Different organisational structures	Tall and flat	
	The terminology of organisation charts	Span of control, chain of command, delegation, subordinates and authority	
	Why businesses have different organisational structures	Importance of effective communication, different job roles and responsibilities and different ways of working	
	Ways of working	Full-time, part-time, flexible working, temporary work, working from home, working whilst mobile and self-employed	

3.3 Communication in business	Ways of communicating in a business context	Letter, email, text, phone, meeting/presentation, social media and website	
	The importance of business communication		
	The influence of digital communication on business activity		
3.4 Recruitment and selection	Why businesses recruit	Replace employees who leave, business growth and skill gaps	
	The use of different recruitment methods to meet different business needs	Internal methods, external methods, job description and person specification	
	Methods of selection	CV, application form, letter of application, interviews, tests, group activities and references	
3.5 Motivation and retention	Financial methods of motivation	Pay, bonuses, profit sharing and fringe benefits	
	Non-financial methods of motivation	Praise, award schemes and working environment	
	The importance of employee motivation	Improved employee performance and helps employee retention	
	The importance of employee retention	Already familiar with business and customers, saves time and expense of recruitment	
3.6 Training and development	Different training methods	Induction, on-the-job and off-the-job	
	Why businesses train their workers	Development of the business, improve productivity, skill shortages, customer service, motivation and retention	

	Staff development	Vocational and academic qualifications and apprenticeships	
	The benefits to employees and business of staff development		
3.7 Employment law	The impact of current legislation on recruitment and employment	Discrimination, employees' right to a contract, holidays and hours of work	

Checklist of subject knowledge - Business 1 J204/01

Topic	Happy 😊
1. Business activity	
What is enterprise?	
Characteristics of an entrepreneurs	
Risk and reward in business	
Business plans	
Forms of business ownership	
Advantages and disadvantages of ownership	
Suitability of different types of ownership in different contexts	
Aims and objectives	
Why aims and objectives evolve	
Why different business have different objectives	
Stakeholders	
Effect of activity on stakeholders	
Effect of stakeholders on business	
Business growth	
2. Marketing	
The role of marketing	
Market research	
How appropriate different MR methods are for different business purposes	
Use and interpretation of qualitative and quantitative data	
Market segmentation	
The marketing mix	
Product	
Price	
Promotion	
Place	
Use of the marketing mix to make business decisions	
Market data	
3. People	
The role of human resources	
Organisational structures	
Ways of working	
Communication	
Digital communication and how it influences business activity	
Recruitment and selection process	
Motivation and retention	
Training and development	
Employment law	
Employment contract	

Exam Questions

This list is designed to give you an idea of the main question themes that come up on the examination paper. It is *not* a comprehensive list.

All of your lessons are about the subject knowledge you would need to answer the questions on the examination paper. When you have attended all the lessons you should feel confident that you can attempt to answer all of these questions.

- What are the objectives of different stakeholders and how can business deal with them?
- What are the advantages and disadvantages of different types of business ownership? When are they appropriate? Why may the owners want to change ownership? What liability do they have?
- How and why do businesses grow?
- Where should a business locate and why?
- What methods of recruitment and selection should a business use and for what types of workers?
- Why is training important for businesses and for workers? What methods of training are appropriate for different types of workers and to develop different skills?
- When should the different methods of motivation be used?
- What are the employment laws that business must comply with and what will happen if they do not?
- Describe an organisation chart using the correct terms. What are the main problems with organisational charts? What are the benefits and problems of delayering?
- What methods of communication are appropriate in different business situations?
- How has the way people work been affected by the development of ICT?

Business 1 J204/01 Keyword List – Language for learning

Entrepreneur	A person who takes the risk of starting and running a business enterprise.
Spotting an opportunity	The ability to see the need for a particular product or service that customer's need.
Enterprising characteristics	The features of an entrepreneur, which include being determined, creative, confident and having the ability to take risks.
Business plan	A simple plan which sets out details on the product or service being sold, where the finance is to come from to start the business, how the product or service is to be marketed, and the market research to show there is a need for what is being sold.
Finance	A business word used instead of money. The finance needed to start a business is the money that is needed to do so.
Success	For a business success can take many forms, including making a profit, surviving and providing a good service to customers.
Markets	Where a business sells its goods and services.
Resources	The things a business needs to make it work, including finance, staff and materials.
Operate	A term used to explain how a business works.
Added value	When a business increases the value of a product by bringing materials together. The process increases the value and selling price of the product to customers.
Aims and objectives	Is what the business is trying to achieve. Examples are profit, growth, survival, providing a good services and market share. Objectives can change over time and are different to different types of businesses.
Mission statement	A brief summary of the objectives.
Limited liability	The responsibility of the shareholders of a business. They have limited responsibility for all debts and actions of the business. The debts are limited to the amount invested by the shareholder. A feature of private and public limited companies.
Unlimited liability	The responsibility of the owners of a business. They are fully responsible for all debts and actions of the business. They will be personally sued and will be responsible for all debts. They may have to sell their own personal possessions to pay the debts.
Sole trader	One person owned business.
Partnership	Unincorporated business owned by 2 or more people.
Private limited company	Owned by at least two shareholders. Shares cannot be sold to the general public. Has ltd after its name. Shares are sold by invitation only.
Public limited company	A business owned by shareholders. Shares are bought and sold without restriction on the Stock Exchange. Usually a larger business enabling vast

	sums of money to be raised to develop the company. Has plc after its name.
Drawing	Pay-out of profit to owners of a business in a sole proprietor or partnership business.
Dividend	Pay-out to shareholders of profit in a plc or ltd. This is the reward for the shareholder taking a risk and investing money in the company.
Private sector	Businesses owned and run by private individuals.
Public sector	Businesses owned and run by the government.
Unincorporated	A business which has unlimited liability.
Incorporated	A form of business which has a separate legal entity. It has limited liability and owned by shareholders.
Deed of partnership	A document setting out the operations of a partnership, including the amount of capital to be invested and how profits will be shared.
Capital	Money needed and raised to start or develop a business.
Sleeping partner	A partner who invests in a partnership but plays no part in the day to day running of the business.
Limited liability partnerships (LLP)	A part partnership part limited company. Owners are members, not partners or shareholders. They have limited liability and have to make their finances available to the public.
Shareholders	The owners of a private or public limited company.
Dividend	The money paid to a shareholder from the profits of a limited company. This is the reward for the shareholder taking a risk by investing in to the company.
Continuity	If the owner dies the business can carry on trading as normal.
Satisficing	Making just enough profit to provide the business owner with a decent living. More common in smaller businesses.
Market share	This is the share of a total markets sales for a product or service of one business. It is measured as a %. It is used as a comparison for businesses to see who has the biggest sales in a market.
Business objectives	What the business aims to achieve.
Profit	The financial reward for doing business. The difference between revenue and costs.
Survival	Businesses that continue to trade when circumstances become difficult.
Growth	Enlarging the operation of the business, it could mean opening more stores, employing more staff or increasing the product mix to customers.
Providing a service	Where a business makes sure that the needs of the customer are met.

Bankruptcy	Something that affects individuals and unincorporated businesses when liabilities are greater than assets.
Insolvency	A limited company is insolvent when liabilities are greater than assets.
Stakeholders	An individual or group of people that have a legitimate interest in a business.
Internal stakeholders	Business owners and people who work in the business. They are inside of the company.
External stakeholders	The local community, suppliers, customers and the government. They are outside of the company.
Stakeholder group	Owners, employees, customers, suppliers, government and the local community.
Organic growth	Growth of a business internally by increasing sales. Sales can be increased in a number of different ways.
Merger	2 or more businesses agree to join together to make one.
External growth	Growth of a business by a take-over or merger.
Take-over	One business buys the controlling interest of another.
Horizontal growth	Merger or take-over where two businesses are involved in a similar operation.
Backwards vertical growth	When a business merges with, or takes over a business that supplies it with goods or services.
Forwards vertical growth	When a business merges or takes over a business that it supplies with goods or services.
Diversification	When a business merges or takes over a business where there is no operating connection.
Board of directors	People, usually elected, by shareholders to represent their interests and make decision about how the business is operated.
Annual General Meeting	Yearly meeting of shareholders, discussing the business and making decisions.
Marketing	Finding the needs of consumers and demonstrating how a business fulfils those needs in a way that increases sales.
Market research	The collection of data on consumer habits to help decision-making in marketing.
Target market	The group of customers to whom a business aims to sell its products. The target market maybe other businesses as well as customers.
Primary research	Data collected first hand, often in the form of surveys. Sometimes referred to as field research.

Secondary research	Collection of data using research or information provided by others, such as magazines, journals and the internet. Often referred to as desk research.
Questionnaire	A question sheet filled in by the consumer.
Interview	A set of questions asked and filled in by the interviewer.
Trials	Used to test whether the customer will buy the product.
Focus groups	Selected small groups of customers who give their opinion on products.
Census data	Data collected by the government every ten years, questioning the entire population on their income, occupation etc.
Internal data	Data already within the business based on past performance.
Qualitative data	Data based on opinions of those asked.
Quantitative data	Data collected that is based on facts or numbers, usually easier to analyse than qualitative data.
Market segmentation	Splitting the market for a product into different parts or segments of clearly identifiable customers.
Target market	The group of customers at which the product or service is aimed, or targeted.
4 Ps of the marketing mix	Price, product, place and promotion.
Psychological pricing	When a price is set using 99p. It makes the product appear cheaper.
Competitor pricing	When a price is set based on prices charged by competitor businesses for a similar product.
Cost-plus pricing	A pricing method that adds a percentage of profit to the total costs of making the product. This then gives the selling price.
Penetration pricing	When a price is set lower than the competitors business. Often used by new businesses to break into a market. This should only be seen as a short-term strategy.
Skimming	Where a new product is more advanced than that of competitors, the price is set high as some customers are willing to pay higher prices to own the latest technology. Sometimes referred to as creaming. The price will drop when a newer version is released.
Promotional pricing	Where prices are reduced to give products a boost to sell off old stock. Most commonly referred to as a sale.
Innovation	The improvement to an original idea, which will often involve using new processes.
Design	Important element in a number of different products, especially where style and technology work together.
Invention	The introduction of a totally new product or feature.

Research and development (R&D)	Used to help to introduce both new and existing products. The research may be testing products in a laboratory or conducting market research by interviewing customers.
Product life cycle	The life of a product, usually shown as a graph divided up into 4 stages: introduction, growth, maturity and decline.
Introduction	When a product or service is first on sale.
Growth	When sales are growing strongly as the new product or service becomes known.
Maturity	When sales are at their highest level.
Decline	When sales are falling as the product or service is seen by customers as being old and they switch to newer products or services. Can also happen as a result of negative feedback and reputation.
Point of sale promotion	Includes price reductions, loss leaders, competitions and free samples. Happens at the point of sale.
Advertising campaign	Series of advertisements, often using different advertising media.
Advertising media	Methods by which a business can advertise a product. Includes newspapers, TV and radio.
Market data	Information that can help marketing decisions. It includes data on such things as market share, changes in demand and the effect of promotions.
Human resources	The workers employed by a business.
The purpose of human resources	Work that must be done by the human resources in a business. Usually broken down by job role and function.
Needs analysis	Analysing the employment needs of a business, thinking about how many and what types of workers will be needed.
Human resources plan	A plan detailing the workers a business needs – how many, whether they will be full or part time, the skills they should have and when they will work.
Functions	Different types of work that needs to be done in a business including production, finance and marketing.
Regulations	Rules imposed on businesses by the government.
Zero-hour contracts	Contracts given to employees that do not guarantee any work. The business will call workers if and when they are needed to ask them to come in to work.
Organisation chart	A diagram to show the organisation of workers and who is in charge of them.
Layers	The number of levels of authority that there are in a certain chain of command.
Authority	The power one person has to make decisions and to control other workers.

Accountability	Responsibility another person has for a job meaning they will take the blame if it goes wrong and the credit for when it goes well.
Chain of command	Link in the levels of authority, with most authority at the top to those at the bottom with the least.
Subordinates	The workers a line manager is responsible for.
Span of control	Number of subordinate's one person is directly responsible for.
Delegation	Process of giving a manager giving the authority to a subordinate to make decisions for which the manager is responsible.
Job description	States the main duties or tasks or responsibilities of a job role.
Flexible working	The practice of people working partly at their place of work and partly elsewhere, perhaps at home or while they are mobile.
Full time working	Where a person is contracted to work more than 35 hours a week.
Part time work	When a person is contracted for fewer than 35 hours a week.
Temporary working	When a person only works for a short period of time for an employer, sometimes on a short-term contract or sometimes on a day-to-day basis as the business needs.
Working when mobile	When people work when they are on the move, travelling or on holiday.
Self-employment	When people work for themselves in their own business, selling their work to buyers who may be consumers or other businesses.
Communication	Transmission of message from sender to receiver through a means of communication.
Digital communication	The exchange of information electronically using ICT.
Written communication	Communication using written words and diagrams – text, email or letters.
Feedback	The response made by a person who receives communication that indicates that they have, or have not, understood the communication.
Internal communication	Communication between employees within the company.
Vertical communication	Communication up or down the organisational hierarchy.
Horizontal communication	Communication between employees on the same level of the hierarchy in an organisation.
External communication	Communicating with people outside of the organisation.
Formal communication	Communication through official channels.
Informal communication	Outside of official channels, usually casual.
Verbal communication	Communication by speaking – in meetings, the telephone or the use of video conferencing.

Social media	Online applications that allow people to create and share content to participate in social networking.
Website	An online location with several pages that can be contacted by internet users through its address.
Recruitment	Attracting a potential employee for a job role.
Selection	The process of choosing between applicants for a job role.
Needs analysis	Analysing the employment needs of a business.
Job description	Lists the main duties or tasks or responsibilities of a job role.
Person specification	Lists the qualities, qualifications and knowledge a person needs for a job role.
Internal recruitment	Filling a vacancy from somebody already employed in the business.
External recruitment	When someone from outside and new to the business fills a job vacancy.
Human resource department (personnel)	The department that deals with the recruitment and selection of workers, pay and other employment needs.
Analysing HR needs	The HR department will undertake a needs analysis and decides what type of workers they need to employ.
Induction training	Special training to introduce a new worker to the business, their place of work and other workers as well as the actual job they will. Will also cover basic health and safety information.
Recruitment agency	A specialist agency that will handle all the tasks for recruitment and selection on behalf of a business. They will charge a fee for doing this.
Employment agency	A specialist agency that has workers readily available for business hire, usually for a short period of time.
Skills gap	When the business identifies and recruits skilled workers because they are short of them.
Internal methods of recruitment	Channels to advertise a vacancy internally – can include a noticeboard, word of mouth, company website, intranet and emails to staff.
External methods of recruitment	Channels to advertise a vacancy externally outside of the business – can include websites, newspapers, social media and specialist magazines.
CV	Document which outlines an applicant's personal details, experience and skills.
Application form	A form which asks applicants for personal details, experience and skills.
Letter of application	A letter written by the applicant explaining why they think they are suitable and want the job.
Interviews	Sessions when applicants meet with interviewers and ask them questions about their suitability and understanding of the advertised job role.

Tests	Activities completed by the applicants which check their skills, knowledge and understanding.
Group activities	Usually designed to test how well an applicant works with others in a team environment.
References	Statements from a previous or current employer or other responsible person about the suitability of the applicant to do the job.
Motivation	Encouragement given to workers to increase their effort and work output.
Retention of workers	When workers choose to stay in a business rather than move to another employer.
Labour turnover	The measure of the number of staff who leave a business each year and need replacing.
Productivity	Measure of output per worker. It is one way of measuring a workers performance.
Pay/Remuneration	Reward or payment made to workers in exchange for completing business activities.
Wages	Payment made to workers, usually on a weekly basis.
Salary	Payment made to workers on a monthly basis. Total amount / 12 = monthly amount.
Profit sharing	When workers receive a share of the profit a business has made.
Bonus	An additional payment made to workers for achieving a target.
Fringe benefits	Additional benefits that workers receive in addition to their normal pay. This can include a non-contributory pension, childcare vouchers, subsidised canteen, company car, free dental treatment, gym membership and discounts on purchases from the business.
Praise	A method of motivating workers by complimenting their work and so making their work recognised and valued.
Award scheme	A presentation of some kind to recognise a workers efforts.
Working environment	The quality of the physical place of work and its climate.
Training	Short-term method focusing on helping a worker to be able to do their job better.
Development	Long-term focus on the worker to realise their longer-term career potential.
On the job training	Occurs at the place of work while the worker is doing their job.
Off the job training	Occurs away from the usual place of work, when the worker is not doing their normal job. Can be sent somewhere specialist for the training to be carried out.
Induction training	Training to introduce a new worker to the business, place of work and their new fellow workers.

Professional development	Includes both vocational and academic development of the worker. It involves learning over a longer period of time. Workers may learn through external courses with the learning being reinforced by practical activity in the workplace. Professional development often leads to recognised qualifications. It is about developing the longer term potential of the employee.
Apprenticeship	A long-term development programme for workers to learn job skills while they work through a mixture of on and off the job training and study. Apprenticeships lead to vocational qualifications.
Productivity	Measure of output per employee.
Skills shortage	When a business cannot recruit the workers with the skills they need.
Customer service	The service given to customers, including service at the time and after the sake has been made.
Motivation	When workers are incentivised to work and work more efficiently. Workers can be motivated by pay and non-pay methods of motivation.
Retention	When workers choose to stay with a business rather than move to another employer for other opportunities.
Employment law	Laws designed to protect workers from being treated unfairly.
Discrimination	When a worker is treated differently to another worker for no acceptable reason. There are several unacceptable reasons, for example: age, race, religion or gender.
Working time directive	A statement of the maximum hours a worker can be asked to work.
Holiday entitlement	The amount of paid holiday leave a worker can have in one year.
Employment tribunal	The court of employment, a panel hears cases where employment laws may have been broken with which they come to a decision either in favour of the employer or the employee.
Trade union	An employee organisation that exists to represent and protect the rights and interests of workers in the workplace.
Contract of employment	A legal agreement between an employer and employee.
Statement of employment particulars	Forms part of the employment contract. It gives details of the terms and conditions of employment.
Redundancy	When employment is ended because there is no longer a job for the employee. The worker should either be offered employment in a different role or receive a financial sum as compensation, this is called a redundancy payment.
Sustainable	The business has access to resources to allow trading for a projected time period.
Unsustainable	The business does not have the ability or resources to maintain their activity at the current rate or level of operation.

How to answer the longer response questions – K2E

9 Mark #K2E Answer

Knowledge and understanding of concepts – up to 2 marks

Application, stating information from the case study – up to 2 marks

Analysis, analysing options in context from the case study – up to 2 marks

Evaluation, DBI – up to 3 marks

Your writing frame

<u>KNOWLEDGE & UNDERSTANDING</u>	
State and explain the key knowledge.	
<u>APPLICATION–</u>	<u>ANALYSE –</u>
INCLUDE THE INFORMATION FROM THE CASE STUDY	ADVANTAGES/FOR/PROS
This could mean interpreting numbers or doing calculations.	Write down the advantages and positive impact of the situation or reasons for doing something.
Ensuring you think about what the business is doing and remembering to write about the products or services they offer for sale.	DISADVANTAGES/AGAINST/CONS
	Write down the disadvantages and negative impact of the situation or reasons against doing something.
<u>EVALUATION – CONCLUSION/RECOMMENDATION/JUSTIFICATION</u>	
Make your decision and explain how you have come to that decision. Or you can say what information is needed and what the recommendations will be dependent upon. Make sure you have fully justified why you have chosen that option. If there is more than one option remember to say why you haven't chosen the other option.	

Practice questions

1. **Harrolds Ltd is a department store business. They are considering using ICT forms of communication to improve communication both internally and externally in their business dealings. Recommend whether Harrolds Ltd should use ICT based communication. (6)**
How do you need to answer this?

What core knowledge do you need to show?

What is the examiner looking to see in your answer?

2. **Jolly Holidays Ltd employ seasonal staff to help with the running of their camping and caravanning park. Explain the advantages and disadvantages of the business employing seasonal staff, rather than full-time permanent employees. (4)**
How do you need to answer this?

What core knowledge do you need to show?

What is the examiner looking to see in your answer?

3. **Explain what is meant by redundancy. (2)**
How do you need to answer this?

What core knowledge do you need to show?

What is the examiner looking to see in your answer?

4. **Daniel and Sam own Diggers Building Services, they are considering changing their partnership into an ltd. Recommend whether or not you agree. (6)**
How do you need to answer this?

What core knowledge do you need to show?

What is the examiner looking to see in your answer?

5. **James is an apprentice at Diggers, he receives courses organised by his local college. Explain how this training benefits James and Diggers. (6)**
How do you need to answer this?

What core knowledge do you need to show?

What is the examiner looking to see in your answer?

