

Revision Cards

1. Why start a business?

1. What is an entrepreneur?
2. List the reasons for why people start up their own businesses?
3. What is a social enterprise?

2. Finding a gap in the market

1. What is a niche?
2. How can a business find a niche?
3. What is market mapping?

3. Franchise

1. What is a franchise?
2. Why might someone consider taking on a franchise?
3. What are the advantages?
4. What are the disadvantages

4. Business objectives

1. What is a business aim?
2. What is a business objective?
3. Give 5 examples of business aims?
4. What is profit?
5. What is market share?
6. What is customer satisfaction?
7. What are business ethics?
8. Why must a business set clear objectives?

5. Stakeholders

- What is a stakeholder?
- What stakeholder would interested in a business?

6. Business Plans (24&25)

1. What is a business plan?
2. Why would a business need a business plan?
3. What would be typically on a business plan?

7. Business risk (26&27)

1. What are the general business risks?
2. What are the functional risks
3. What is uncertainty?
4. How can a business plan for uncertainty?

8. Sole trader (28&29)

1. What is a sole trader?
2. What are the advantages of a sole trader
3. What are the disadvantages of a sole trader?
4. What is unlimited liability?

9. Partnership (28&29)

1. What is a partnership?
2. What are the advantages of a partnership
3. What are the disadvantages of a partnership?

10. Limited liability (30&31)

1. What is limited liability?
2. What is incorporation?

11. Locating a business? (32&33)

1. What factors affect location?
2. What is a market?
3. What are logistics?

12. Market Research (36&37)

1. What is market research?
2. What is primary research?
3. What is secondary research?
4. What are the benefits of market research?
5. What are the disadvantages for both methods? (use table)

13. Questionnaires 38

1. What is a questionnaire?
2. What are the key features of a good questionnaire?

14. Research methods for small businesses? (39)

1. Draw table of research methods with advantages and disadvantages?

15. Marketing Mix (40)

1. What is the marketing mix?
2. Explain the 4 P's?

16. Product 42&43

1. What is a product range?
2. What is product differentiation?
3. Why will firms adapt their products?

17. Price 44&45

1. What is demand?
2. How will demand affect price?
3. Why is a low price not always the best strategy?

18. Promotion 46 &47

- What is promotion trying to achieve?
- Name three ways of promoting a small business?
- What are the advantages and disadvantages?

19. Place 48&49

- What is channel of distribution?
- Draw the main methods of distribution?
- What is a wholesaler?
- What is a retailer?

20. Sources of finance 52&53

- What will businesses need money for?
- What are the common sources of finance and define?
- Which are short term and long term?
- Where can businesses get financial support?

For each finance explain advantages and disadvantages on cards. (3 on each card)

21. Basic financial terms 56&57

- Define profit & Loss
- Define Revenue
- Define costs

How can business increase revenue?

22. Cash flow forecasts 58& 59

- What is a cash flow forecast?
- Draw a simple table?
- What are the solutions to poor cash flow?

23 Recruitment 62

- When would a business recruit?
- What is internal and external recruitment?
- Define part time and full time workers?
- Advantages of full and part time workers?

24 Recruitment process 63

- What are the five steps and explain each step briefly?

25 Rewarding employees 66

Explain how pay depends on the following?

- Skills needed
- Experience
- Other competitors pay

What are monetary and non monetary rewards?

26 Motivation 68 69

- What is motivation?
- Why is motivation important?
- Monetary techniques?
- Non – monetary techniques?

27 Staff legalisation 70 71

- What are the legalisation acts to protect employees?

28 Operations 73

- Why is operations needed?
- What are the operational constraints?

29. Production methods p 74&75

- What is job production?
- What are the advantages and disadvantages?
- What is batch production ?
- What are the advantages and disadvantages?

30. Operational efficiency 76 77

- What is operational efficiency?
- What is specialisation?
- How can a business improve efficiency?

31. Production and technology 78

79

- What are the advantages of using Robots?
- What is computerised stock and explain the advantages?
- What is CAD?
- What are the benefits and problems of using technology?

32. Production and quality 80 81

- What is a 'quality product'
- How can quality assurance be achieved?
- What are the advantages of a good service or good product?

33. Customer service

- How can a business offer good customer service?

34. ICT on customer service

- What are the advantages and disadvantages of using the internet to the business and customers?

35. Ecommerce and global markets

- What is ecommerce
- What are the possible advantages and disadvantages?

Unit 2

Revision Cards

1. Expanding a business 92&93

- What objectives would a growing business set?
- What is market share?
- What is economies of scale?
- What are the reasons for not expanding?

2. Methods of expansion 94&95

- What is organic growth?
- How can organic growth be achieved?
- Advantages of opening more branches?
- Disadvantages of opening branches?

3. Franchises 95

- Advantages and disadvantages of selling a franchise ?(covered buying a franchise in unit 1)

4. Inorganic growth 96 97

- What is a takeover?
- What is a merger?
- What is:
- vertical backward integration?
- Vertical forward integration?
- Diversification?
- Horizontal integration?

5. Private Limited Company 100

- What is a private limited company?
- What are the benefits and drawbacks of this ownership?

6 Public Limited Company 101

- What is a public limited company?
- What are the benefits and drawbacks of this ownership?
- What is a dividend (page 102)

7. Social costs and benefits

104&105

- What are ethical objectives?
- Why are businesses setting ethical objectives?
- How can ethical objectives reduce short term profits?
- How can ethical objectives increase long term profits?

8. Location – Global 108 109

- What is globalisation?
- What is off shoring?
- What are the benefits of locating abroad?
- What are the problems of locating abroad?

9. Marketing mix: Product 112 113

- What is a product portfolio?
- Draw the product lifecycle (include axis)
- How can a business extend the product lifecycle?

10. Price 114 115

- Define the following pricing methods:
- price skimming
- Penetration pricing
- Competitive pricing
- Loss leader
- Cost plus pricing

11. Promotion 116

Define the following:

- Advertising
- Sales promotion
- Direct marketing

12. Place:

- Explain the following methods of distribution:
- Producer – retailer – consumer
- Producer – wholesaler –retailer – consumer
- Telesales
- Mail order
- Internet selling

13. Finance for larger businesses

123

- Explain the ways large business can raise finance?
- What are the advantages and disadvantages of the sources of finance?

14. Profit and Loss Account

- Why do businesses keep financial records?
- Copy a simple Profit and loss on JJB Sports (125)
- Explain each term on the profit and loss
- What is the formulae for Gross and Net profit margins?
- Why are they both used?

15. Balance Sheets

- What is a balance sheet?
- Copy and explain the terms in a balance sheet? (Hurtwood computers) 126
- What is liquidity?
- Explain Current Ratio and Acid test ratio?

16. Organisational Structure 130

- What is an organisational structure?
- What are the benefits of having a structure?
- What is the span of control?
- What are layers of management?

17. Tall organisational structure 130 131

- Draw a tall organisational structure (Diagram A)
- What are the benefits of this structure?

18. Flat organisational structure

130 131

- Draw the structure (Diagram B)
- Explain the benefits of a flat structure?

19. Centralisation 131

- Define the term?
- What are the benefits and challenges of centralisation?

20. Decentralisation 131

- Define the term?
- What are the benefits and challenges of decentralisation?

21. Recruitment 132 133

- What are the benefits of recruiting the best staff?
- Define: Job analysis, job description, job specification?
- What is internal and external recruitment?
- How will a business select?

22. Training 134 135

- Benefits of training?
- Costs of training?
- What is on the job?
- What is off the job?
- What is induction training?

23. Staff Appraisal 135

- What is an appraisal?
- What are the benefits of appraisals?
- What are the main methods of appraisal?
-

24. Motivating staff 136 137

- Why do businesses want a motivated staff?
- What is autocratic and democratic management?
- What methods of pay can motivate staff?

25. Operations management 139

- What is efficiency?
- What is quality?

26. Flow production 140

- What is flow production
- What is specialisation
- Main advantages of flow production
- Main limitations of flow production

27. Lean production 141

- What is lean production?

28. Kaizen 142

- What does Kaizen mean?

29. Just-in-time stock 142

- What is JIT manufacturing?
- What are the advantages and disadvantages

30. Lean Design 143

- What is lean design?
- What are the features of lean design?
- What are the impacts of lean production?

31. Cell production

- What is cell production?

32. Growth 144

- What is economies of scale
- What is meant by bulk buying
- Technical economies of scale
- Specialist economies of scale
- Financial economies of scale

33. Diseconomies of scale 145

- What is diseconomies of scale and explain the following types:
- Poor communication
- Poor motivation
- Poor coordination

34. Quality assurance 146

- What is a quality product?
- What are the main causes of quality problems?

35. Total Quality management 147

- What is TQM?
- Give an example?