

# Welcome to A Level Business



[2022 exam changes](#)

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## AS and A-level Business

7131, 7132

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# How will you be assessed?

## Assessments

### Paper 1: Business 1

#### What's assessed

All content above

#### Assessed

- written exam: 2 hours
- 100 marks in total
- 33.3% of A-level

#### Questions

Three compulsory sections:

- Section A has 15 multiple choice questions (MCQs) worth 15 marks.
- Section B has short answer questions worth 35 marks.
- Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.

### Paper 2: Business 2

#### What's assessed

All content above

#### Assessed

- written exam: 2 hours
- 100 marks in total
- 33.3% of A-level

#### Questions

Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.

### Paper 3: Business 3

#### What's assessed

All content above

#### Assessed

- written exam: 2 hours
- 100 marks in total
- 33.3% of A-level

#### Questions

One compulsory case study followed by approximately six questions.

Before the qualification can be awarded, students must undertake **all** the assessments.

# Task one: What is a business?

Businesses exist for a reason. They have one thing in common in that they must set objectives/have a vision and goals. Some businesses have objectives that are linked to profit, some social and other ethical. Some businesses have a combination of these.

Your task:

Find an example/explain what the business does for each of the following:

- A business that has an initial objective of survival
- A business that is looking to maximise its profits
- A business with the aim of benefitting society- (non profit business)
- A business that has an 'ethical' objective as their main aim

# For example:

**A business with the aim of benefitting society- (non profit business)**

Jamie Oliver's "Fifteen" was set up as a social enterprise back in 2002. The main idea was to offer young, unemployed people the chance to learn to work in the restaurant industry. This was done through an apprentice programme. The 'business' didn't make a profit- its revenue was reinvested directly back into the organisation which funded education, training and development of vulnerable young people.



# Task two: Marketing mix activity

- Coca Cola are a well-established brand. They have many lines which generate huge profits:



- CocaCola annual gross profit for 2021 was **\$23.298B**, a **18.98% increase** from 2020.
- CocaCola annual gross profit for 2020 was **\$19.581B**, a **13.54% decline** from 2019.
- CocaCola annual gross profit for 2019 was **\$22.647B**, a **6.66% increase** from 2018.



# Task two: Marketing mix activity



Existing products  
in existing  
markets

New products  
in existing  
markets



New markets  
with existing  
products

New products in  
new markets

# Task two: Marketing mix activity

## Product

The product or service that the customer buys

## Price

How much the customer pays for the product

## Place

How the product is distributed to the customer

## Promotion

How the customer is found & persuaded to buy

Task: Coca Cola are looking at ways to boost revenue and profits. They have tasked you to think of a product that will sell.

Product: What is the product? Is it an existing product that has been changed a little or is it completely new? Who will you be aiming the product at?

Price: How much will you be charging for the product? This has to factor in your target customer and how much similar products sell for

Place: Where and how will it be sold?

Promotion: How will you advertise and promote the new product?

# Task three: How the external environment can affect costs and demand

## Phase out Russian oil imports and explore ending gas imports

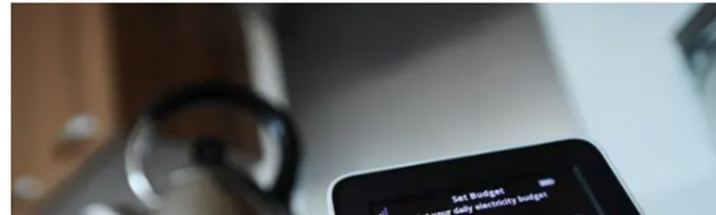
Warn of a difficult and expensive transition that could lead into recession

[-Russia war - latest updates](#)



## Energy price cap in Britain could near £3,000 this autumn

New forecasts suggest household bills could rise more than £1,000 after another spike in wholesale prices



## Cost of living: Warning UK faces biggest income squeeze in nearly 50 years

8 March

[Russia-Ukraine war](#)



Factors influencing costs and demand to include the effect of:

- **Competition**
- **market conditions**
- **Incomes**
- **interest rates**
- **demographic factors**
- **environmental issues and fair trade**
- **War**
- **Political issues**
- **Global pandemics**



## Task three: Decision making essay structure

We all like to argue. Whether its with friends/family, you feel passionate about something or you are simply getting a point across, we all do it. But what skills do with use without realising and how can we use these?

The foundation of any decent argument is simple:

1. What are the facts (knowledge)
2. What examples do you have to support your point (application)
3. How does this make you feel/what impact do they have? (analysis)
4. What you think/feel should happen going forward (evaluation)



# ***Assess the arguments for and against the use of Russian sources gas and oil in 2022 (12 marks)***

With vehicle and home energy bills on the rise, some people have suggested moves to cut out the use of Russian oil and gas is wrong. With headlines reading “*How the cost of living crisis is hammering UK households*” (Guardian, 2022), It is argued that this action is having a negative impact on citizens in the UK.

UK to phase out Russian oil imports by 2023 and explore ending gas imports

Analysts warn of a difficult and expensive transition that could push Britain into recession

● [Ukraine-Russia war - latest updates](#)



1. What are the facts- What do you know/understand about this topic? (knowledge)
2. What examples do you have to support your point (*support points with evidence*) (application)
3. How does this make you feel/what impact do they have? (analysis)
4. What you think/feel should happen going forward (evaluation)