

Topic list Business Studies Year 11 Feb Exam

Multiple choice questions:

1. Flat organisation
2. Focus groups
3. Sole trader (+/-)
4. Calculating % changes
5. TV advertising
6. Interpreting pie charts
7. Digital communication
8. Role of HR
9. Purpose of Market research
10. New business ideas
11. Limited liability
12. Channels of distribution
13. Communication methods

Longer questions:

1. Internal & external stakeholders
2. Communication methods
3. Recruiting Temporary employees (adv / disadv)
4. Objectives (examples of and how they change over time)
5. Employment legislation during recruitment
6. Calculations of profit sharing
7. Monetary & non-monetary methods of motivation
8. Partnerships (adv / disadv)
9. Market research (qualitative & quantitative data)
10. Pricing strategies