

# True-False Duel Game

for GCSE (9–1) AQA Business

S Hastings

[zigzageducation.co.uk](http://zigzageducation.co.uk)

POD  
9820

Publish your own work... Write to a brief...  
Register at [publishmenow.co.uk](http://publishmenow.co.uk)

Follow us on X (Twitter) [@ZigZagBusiness](https://twitter.com/ZigZagBusiness)

# Contents

<b>Product Support from ZigZag Education .....</b>	<b>ii</b>
<b>Terms and Conditions of Use .....</b>	<b>iii</b>
<b>Teacher's Introduction.....</b>	<b>1</b>
<b>Cards (double-sided) .....</b>	<b>3</b>
3.1: Business in the real word (3.1.1–3.1.3) .....	3
3.1: Business in the real word (3.1.4–3.1.7) .....	15
3.2: Influences on business (3.2.1–3.2.3) .....	27
3.2: Influences on business (3.2.4–3.2.6) .....	39
3.3: Business operations (3.3.1–3.3.4) .....	51
3.4: Human resources (3.4.1–3.4.2) .....	63
3.4: Human resources (3.4.3–3.4.4) .....	75
3.5: Marketing (3.5.1–3.5.2) .....	87
3.5: Marketing (3.5.3–3.5.4) .....	99
3.6: Finance (3.6.1–3.6.4) .....	111
<b>Scoresheet .....</b>	<b>123</b>
<b>No-cutting Scoresheet .....</b>	<b>124</b>
3.1: Business in the real word (3.1.1–3.1.3) .....	124
3.1: Business in the real word (3.1.4–3.1.7) .....	126
3.2: Influences on business (3.2.1–3.2.3) .....	128
3.2: Influences on business (3.2.4–3.2.6) .....	130
3.3: Business operations (3.3.1–3.3.4) .....	132
3.4: Human resources (3.4.1–3.4.2) .....	134
3.4: Human resources (3.4.3–3.4.4) .....	136
3.5: Marketing (3.5.1–3.5.2) .....	138
3.5: Marketing (3.5.3–3.5.4) .....	140
3.6: Finance (3.6.1–3.6.4) .....	142
Bonus Activity: Assessment Objectives .....	144
<b>Answers .....</b>	<b>146</b>
3.1: Business in the real word (3.1.1–3.1.3) .....	146
3.1: Business in the real word (3.1.4–3.1.7) .....	147
3.2: Influences on business (3.2.1–3.2.3) .....	148
3.2: Influences on business (3.2.4–3.2.6) .....	149
3.3: Business operations (3.3.1–3.3.4) .....	150
3.4: Human resources (3.4.1–3.4.2) .....	151
3.4: Human resources (3.4.3–3.4.4) .....	152
3.5: Marketing (3.5.1–3.5.2) .....	153
3.5: Marketing (3.5.3–3.5.4) .....	154
3.6: Finance (3.6.1–3.6.4) .....	155
Bonus Activity: Assessment Objectives .....	156

# Teacher's Introduction

This resource has been specifically developed to enhance teaching and learning of the content covering all of the GCSE (9–1) AQA specification. It has been designed to inject fun back into an interactive teaching and learning process by way of simple, enjoyable activities prompted by the use of a multipurpose business card information pack.

The following 'card games' require you or your students to cut out the cards from the templates. Two alternative activities are included which use the same questions but don't require the use of the cards.

## Card Game 1: True–False Duel

*Number of players:* 2 (1 quizmaster and 1 opponent).

*Aim:* To score the highest number of points by the end of the game.

*Resources needed:* Cards and scoresheet.

*How to play:* Firstly, choose who will be the quizmaster and who will be the opponent. The quizmaster has all the cards, statement side up, in a pile in front of them – they are not allowed to check the back of the cards before reading them:

- The quizmaster reads out the statement on the card at the top of the pile and the other player says whether it is true or false.
- The quizmaster then chooses to agree or disagree with their opponent's decision.
- Turn the card over to reveal the correct answer:
  - If the player was correct, they score 1 point and they put the card on their complete pile. If the quizmaster agreed, they also score 1 point.
  - If the player was incorrect and the quizmaster disagreed with them (thereby choosing the correct answer), the quizmaster scores 2 points and the card gets put on the incomplete pile for round 2.
  - If the player was incorrect and the quizmaster was also incorrect, the quizmaster loses 1 point and the card goes on the incomplete pile for round 2.

Once all the cards have been used there will be two piles: one complete and one incomplete. Rerun the game with the incomplete cards until all the cards have been moved to the complete pile.

## True–False Duel (no cards)

*Number of players:* 5 max. (1 quizmaster and at least 1 opponent, maximum 5 players in a group)

*Aim:* To score the highest number of points by the end of the game.

*Resources needed:* No-cutting scoresheet and answers

*How to play:* This game works best in pairs, but works with small groups too.

- Each student ticks true or false for each question on the sheet.
- At the end, one student reads out the correct answers from the answer sheet.
- Each student scores 1 point if they got the answer right. If they got it right, they also score 1 point for each opponent who got it wrong.

## Whole-class Feedback (no cards)

*Number of players:* Whole class.

*Aim:* To find specific gaps in the students' knowledge that need to be revised.

*Resources needed:* Answer sheet

*How to play:* This game is helpful for revealing gaps in the students' knowledge and provides an opportunity to recap areas of the specification that require revision.

- The teacher reads out the statements one by one and the students write down whether they think the statement is true or false.
- The teacher marks on the board how many students got each question wrong as they go along. The students keep track of their score as they go along.
- At the end, the teacher circles any questions where more than a proportion (25%) got the answer wrong, to give the class more help.

## Card Game 2: Match

*Number of players:* Group of 2–4 players.

*Aim:* To win the entire pack of cards.

*Resources needed:* Cards only.

*How to play:* In groups of 2–4, deal out all the cards, leaving one card in the middle, statement side up.

- The player to the left of the dealer starts by placing their top card **next to** the card in the middle.
- If the card 'matches' the card on the table – either by both statements being true or by both statements being false – 'match' can be called. The first player to call 'match' picks up both cards and places them at the back of their pile.
- They then put a new card down to start the game again. Play continues in a clockwise direction.
- If the next card put down doesn't match, the next player puts their card down on top of the previous card and play continues until a match to the starting card is found.
- Players must not look at their card until they play it, and the back of the card may only be viewed to check whether the 'match' call is correct.
- If an incorrect 'match' call is made, the cards remain on the table and play continues. The player who makes the incorrect call must forfeit the chance to call 'match' on the next turn.
- When a player runs out of cards, they are 'out'. The winner is the last player remaining with cards in their hand.

## Card Game 3: Memory

*Number of players:* Group of 2–4 players.

*Aim:* The player with the most completed pairs is the winner.

*Resources needed:* Cards only.

*How to play:* Split into groups of 2–4. Lay out all the cards on the table with the **statements facing up**.

- Students take it in turns to pick up two true cards or two false cards to remove them from the table.
- If they pick up one true card and one false card, both cards must be returned to the table.
- Continue until all cards have been removed from the table.
- The winner is the person with the most completed pairs.



It is recommended that the card sheets be laminated before cutting to increase the life of the cards.

## Bonus Activity

A bonus activity on Assessment Objectives has been included at the end of the specification content. This is designed to help students familiarise themselves with the expectations of the assessment objectives. No cards are provided for this activity, there is a scoresheet and answers which can be used as detailed above.

*S Hastings, November 2024*



<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Businesses are set up only to produce goods.</p> <p> <b>A1: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Opportunity cost is the cost of the forgone alternative.</p> <p><b>A2: 1.1</b></p>	<p>To a</p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>A business must face the challenge of changing technology.</p> <p><b>A4: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>A sole trader owns their own business.</p> <p><b>A5: 1.1</b></p>	<p>Pa</p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>A private limited company can put Ltd after its name.</p> <p> <b>A7: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>All public limited companies are not-for-profit organisations.</p> <p><b>A8: 1.1</b></p>	<p>o n</p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**TRUE**

 **INSPECTION COPY**

**FALSE**

**TRUE**



 **INSPECTION COPY**

**FALSE** **FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>Business aims are long-term aspirational business goals.</p> <p> <b>A10: 1.1</b></p>	<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>Survival is a likely objective for a new business.</p> <p><b>A11: 1.1</b></p>	<p>D b</p>
<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>Profit is the only way to measure business success.</p> <p><b>A13: 1.1</b></p>	<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>Enterprise is a factor of production.</p> <p><b>B1: 1.1</b></p>	<p>E</p>
<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>To make money is an objective of an entrepreneur.</p> <p> <b>B3: 1.1</b></p>	<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>A business must be able to react quickly to changes in consumer taste.</p> <p><b>B4: 1.1</b></p>	

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**



INSPECTION COPY

**FALSE**

**TRUE**



INSPECTION COPY



**FALSE**

**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Partnerships must have at least two partners.</p> <p> <b>B6: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>A private limited company can put plc after its name.</p> <p><b>B7: 1.1</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>A not-for-profit organisation is a social enterprise.</p> <p><b>B9: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Business aims are short-term aspirational business goals.</p> <p><b>B10: 1.1</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>All businesses have the same aims and objectives.</p> <p> <b>B12: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Non-financial objectives can be used to judge business success.</p> <p><b>B13: 1.1</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**



INSPECTION COPY

**TRUE**

**FALSE**



INSPECTION COPY



**TRUE**

**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Consumer goods are made for the general public.</p> <p> <b>C2: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Entrepreneurs never want to be their own boss.</p> <p><b>C3: 1.1</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>There are no advantages to being a sole trader.</p> <p><b>C5: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Partners in a partnership always share profits equally.</p> <p><b>C6: 1.1</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Shareholders in a public limited company cannot sell their shares.</p> <p> <b>C8: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>A not-for-profit organisation can be any size.</p> <p><b>C9: 1.1</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**FALSE**



INSPECTION COPY

**FALSE**

**FALSE**



INSPECTION COPY

**TRUE**



**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Setting business objectives can motivate employees.</p> <p> <b>C11: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Every business objective must be SMART.</p> <p><b>C12: 1.1</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>A business's needs and wants are the same.</p> <p><b>D1: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Entrepreneurs are innovative.</p> <p><b>D2: 1.1</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>Entrepreneurs must have a sense of self-belief.</p> <p> <b>D4: 1.1</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.1–3.1.3)</p> <p>A sole trader does not have to pay any tax at all.</p> <p><b>D5: 1.1</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**TRUE**

 **INSPECTION COPY**

**FALSE**

**TRUE**

 **INSPECTION COPY**



**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>A private limited company has stakeholders.</p> <p> <b>D7: 1.1</b></p>	<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>A public limited company is usually a new business start-up.</p> <p><b>D8: 1.1</b></p>
<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>Business objectives are long-term aspirational business goals.</p> <p><b>D10: 1.1</b></p>	<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>Business objectives never change over time.</p> <p><b>D11: 1.1</b></p>
<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.1–3.1.3)</b></p> <p>All businesses should set aims and objectives.</p> <p> <b>D13: 1.1</b></p>	

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**FALSE**

 **INSPECTION COPY**

**FALSE**



**FALSE**

 **INSPECTION COPY**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>All a company's stakeholders are also its shareholders.</p> <p> <b>A1: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>Employees are one of a business's internal stakeholder groupings.</p> <p><b>A2: 1.2</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business's activity does not influence its geographic location.</p> <p><b>A4: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>E-commerce businesses need to locate in an area with good Internet connectivity.</p> <p><b>A5: 1.2</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business plan should be prepared before the business is set up.</p> <p> <b>A7: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business plan cannot be used to help raise finance for a business.</p> <p><b>A8: 1.2</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED




**TRUE**

**TRUE**

 **INSPECTION COPY**

**TRUE**

**TRUE**

 **INSPECTION COPY**



**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.4–3.1.7)</b></p> <p>Business expansion makes an existing business bigger.</p> <p> <b>A10: 1.2</b></p>	<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.4–3.1.7)</b></p> <p>Franchising grows a business externally.</p> <p><b>A11: 1.2</b></p>	
<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.4–3.1.7)</b></p> <p>A business merger is a quick way to expand a business.</p> <p><b>A13: 1.2</b></p>	<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.4–3.1.7)</b></p> <p>Company shareholders are also its stakeholders.</p> <p><b>B1: 1.2</b></p>	
<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.4–3.1.7)</b></p> <p>The objective of business owners as shareholders might be high dividend payment.</p> <p> <b>B3: 1.2</b></p>	<p><b>GCSE AQA Business</b> <b>3.1: Business in the real word</b> <b>(3.1.4–3.1.7)</b></p> <p>What a business does influences its geographic location.</p> <p><b>B4: 1.2</b></p>	

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**FALSE**



INSPECTION COPY

**TRUE**

**TRUE**



INSPECTION COPY

**TRUE**



**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>Availability of raw materials might be a business location issue.</p> <p> <b>B6: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business plan should be prepared only after the business has been set up.</p> <p><b>B7: 1.2</b></p>	A
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business plan should address potential revenue, profit and loss.</p> <p><b>B9: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business can grow organically through franchising and outsourcing.</p> <p><b>B10: 1.2</b></p>	p
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>An expanding business can benefit from economies of scale.</p> <p> <b>B12: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>Diseconomies of scale can cause a business to decline.</p> <p><b>B13: 1.2</b></p>	A a

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**

 **INSPECTION COPY**

**FALSE**

**TRUE**

 **INSPECTION COPY**



**FALSE**

**TRUE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business's internal stakeholder groupings all have the same objectives.</p> <p> <b>C2: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>The objective of suppliers as stakeholders might be to always get paid in full and on time.</p> <p><b>C3: 1.2</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>Once a business locates to an area, it never moves from there.</p> <p><b>C5: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>The level of competition could be an issue when deciding a business location.</p> <p><b>C6: 1.2</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business may have a section on business finances.</p> <p> <b>C8: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business plan should only address the fixed cost of raw material inputs.</p> <p><b>C9: 1.2</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**



INSPECTION COPY

**FALSE**

**TRUE**



INSPECTION COPY



**TRUE**

**FALSE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business merger and a business takeover are the same.</p> <p> <b>C11: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>As a business grows it might suffer from diseconomies of scale.</p> <p><b>C12: 1.2</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>All shareholders are part-owners of a limited company.</p> <p><b>D1: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>Stakeholders can have an impact on a business's decision-making.</p> <p><b>D2: 1.2</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A badly chosen location would never increase the business's running costs.</p> <p> <b>D4: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business never considers the suitability of available labour when locating its operations.</p> <p><b>D5: 1.2</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**



INSPECTION COPY

**FALSE**

**TRUE**



**FALSE**



**FALSE**

INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business plan is not required under UK business law.</p> <p> <b>D7: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>Once a business plan is written it should never be changed.</p> <p><b>D8: 1.2</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>External growth is also known as inorganic growth.</p> <p><b>D10: 1.2</b></p>	<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>A business takeover can sometimes be a hostile one.</p> <p><b>D11: 1.2</b></p>
<p><b>GCSE AQA Business</b> 3.1: Business in the real word (3.1.4–3.1.7)</p> <p>Falling average unit cost is an economy of scale.</p> <p> <b>D13: 1.2</b></p>	

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**FALSE**



INSPECTION COPY

**FALSE**

**TRUE**





INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Developments in ICT have changed the way some businesses trade.</p> <p> <b>A1: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>E-commerce means that businesses can access a worldwide market.</p> <p><b>A2: 1.3</b></p>	T te ec
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Fair pay for employees is an ethical consideration.</p> <p><b>A4: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Behaving ethically gives a business a very bad image.</p> <p><b>A5: 1.3</b></p>	Tc
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Recycling business waste is good for the environment.</p> <p> <b>A7: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Extracting oil from the sea is not a sustainable process.</p> <p><b>A8: 1.3</b></p>	In k

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**



INSPECTION COPY

**TRUE**

**FALSE**



INSPECTION COPY



**TRUE**

**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Fluctuations in interest rates cause business uncertainty.</p> <p> <b>A10: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Fluctuations in interest rates cause buyers to be unsure.</p> <p><b>A11: 1.3</b></p>	In on
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Interest rates impact the disposable income of consumers.</p> <p><b>A13: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Developments in ICT now let business be conducted using the Internet.</p> <p><b>B1: 1.3</b></p>	E c to
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>The use of digital technology tends to reduce the overall level of economic activity.</p> <p> <b>B3: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>A business with good ethics will act fairly.</p> <p><b>B4: 1.3</b></p>	m

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**

 **INSPECTION COPY**

**TRUE**

**TRUE**

 **INSPECTION COPY**



**TRUE**

**TRUE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Stakeholders should never be concerned about business ethics.</p> <p> <b>B6: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>A business using electric vehicles is behaving in an ethical way.</p> <p><b>B7: 1.3</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Interest is paid on money saved at a bank.</p> <p><b>B9: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Fluctuations in interest rates do not cause business uncertainty.</p> <p><b>B10: 1.3</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Interest is charged on the full amount of a bank loan.</p> <p> <b>B12: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Interest rates do not impact the disposable income of consumers.</p> <p><b>B13: 1.3</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**



INSPECTION COPY

**TRUE**

**FALSE**



**FALSE**



**FALSE**

INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>E-commerce has not contributed to the decline in high-street shopping.</p> <p> <b>C2: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Various digital technologies allow businesses to get instant feedback from customers.</p> <p><b>C3: 1.3</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>All ethical traders are also environmentally friendly.</p> <p><b>C5: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Noise pollution could be an environmental issue for a business.</p> <p><b>C6: 1.3</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Solar panels on a business's roof contribute to global warming.</p> <p> <b>C8: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Interest rate on borrowings is higher than that paid on savings.</p> <p><b>C9: 1.3</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED

**FALSE**

**TRUE**

 **INSPECTION COPY**

**FALSE**

**TRUE**

 **INSPECTION COPY**

**TRUE**

**TRUE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Businesses are unlikely to increase capital spending when interest rates are high.</p> <p> <b>C11: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Interest is charged on the full amount of an agreed bank overdraft.</p> <p><b>C12: 1.3</b></p>	
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Developments in ICT have facilitated instant worldwide business communications.</p> <p><b>D1: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>E-commerce is a totally secure way of trading.</p> <p><b>D2: 1.3</b></p>	
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Acting ethically will never increase a business's costs.</p> <p> <b>D4: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>An employee's health is not an environmental consideration.</p> <p><b>D5: 1.3</b></p>	

INSPECTION COPY

COPYRIGHT  
PROTECTED

**TRUE**

**FALSE**



INSPECTION COPY

**TRUE**

**FALSE**





**FALSE**

**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>A business should strike a balance between profit and sustainability.</p> <p> <b>D7: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Global warming is not an issue that should concern an business.</p> <p><b>D8: 1.3</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Fluctuations in interest rates do not impact a business with a bank overdraft.</p> <p><b>D10: 1.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>High interest rates can cause an increase in the general level of employment.</p> <p><b>D11: 1.3</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.1–3.2.3)</b></p> <p>Changes in interest rates can cause the disposable income level to fluctuate.</p> <p> <b>D13: 1.3</b></p>	

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



**TRUE**

**FALSE**



INSPECTION COPY

**TRUE**

**FALSE**





INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Globalisation means the world is more commercially interconnected.</p> <p> <b>A1: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Globalisation has both advantages and disadvantages for UK businesses.</p> <p><b>A2: 1.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Currency values fluctuate very frequently.</p> <p><b>A4: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Employment law covers the legal relationships between employers and employees.</p> <p><b>A5: 1.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Payment of a National Living Wage is written into UK employment law.</p> <p> <b>A7: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>The Health and Safety at Work Act 1974 only applies to the construction industry.</p> <p><b>A8: 1.4</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED




**TRUE**

**TRUE**

 **INSPECTION COPY**

**TRUE**

**TRUE**

 **INSPECTION COPY**



**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>A market is any place where buyers and sellers meet to undertake commercial transactions.</p> <p> <b>A10: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Business competition takes place when more than one seller targets the same buyers.</p> <p><b>A11: 1.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>A business risk might be minimised by good forward planning.</p> <p><b>A13: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Globalisation means the world is now less commercially interconnected.</p> <p><b>B1: 1.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Making quality products at affordable prices will increase a UK business's global competitiveness.</p> <p> <b>B3: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>A low exchange rate indicates a strong pound sterling.</p> <p><b>B4: 1.4</b></p>

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



**FALSE**

**TRUE**

 **INSPECTION COPY**

**TRUE**

**FALSE**

 **INSPECTION COPY**

**FALSE**



**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Employers are protected under UK employment law.</p> <p> <b>B6: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>The Equality Act 2010 has nothing to do with UK employment law.</p> <p><b>B7: 1.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>A customer can get a full refund for a faulty product from a trader they have not bought it from.</p> <p><b>B9: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>A market is any place where only consumable products are bought and sold.</p> <p><b>B10: 1.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Monopolies are usually found in the public sector of the economy.</p> <p> <b>B12: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>A business risk will not be minimised by taking out insurance against it happening.</p> <p><b>B13: 1.4</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**



INSPECTION COPY

**FALSE**

**FALSE**



**FALSE**



**FALSE**

INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>Cheap imports resulting from globalisation have destroyed some UK businesses.</p> <p> <b>C2: 1.4</b></p>	<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>The currency exchange rate is the value of one country's currency relative to that of another.</p> <p><b>C3: 1.4</b></p>	A
<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>Meeting employment law requirements often costs a business money.</p> <p><b>C5: 1.4</b></p>	<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>Employers are not protected by UK employment law.</p> <p><b>C6: 1.4</b></p>	E
<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>A business should appoint a dedicated health and safety officer.</p> <p> <b>C8: 1.4</b></p>	<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>Trade descriptions protects consumers from over-priced products.</p> <p><b>C9: 1.4</b></p>	A

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**

 **INSPECTION COPY**

**FALSE**

**FALSE**

 **INSPECTION COPY**



**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>Having many market competitors is likely to cause a fall in a product's selling price.</p> <p> <b>C11: 1.4</b></p>	<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>Business risk implies that the outcome of an action can be statistically calculated.</p> <p><b>C12: 1.4</b></p>
<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>Globalisation has only advantages for UK businesses.</p> <p><b>D1: 1.4</b></p>	<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>Globalisation has resulted in fewer multinational corporations.</p> <p><b>D2: 1.4</b></p>
<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>A decrease in the value of the pound will make imports more expensive.</p> <p> <b>D4: 1.4</b></p>	<p><b>GCSE AQA Business</b> 3.2: Influences on business (3.2.4–3.2.6)</p> <p>A UK business that breaks employment law is never prosecuted.</p> <p><b>D5: 1.4</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**TRUE**



INSPECTION COPY

**FALSE**

**FALSE**



**FALSE**



**FALSE**

INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Employment law does not address the general health issues of employers.</p> <p> <b>D7: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>The Health and Safety at Work Act 1974 deals specifically with wages.</p> <p><b>D8: 1.4</b></p>	<p>True or False?</p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>The London Stock Exchange is not a market.</p> <p><b>D10: 1.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>A monopoly arises from the total absence of business competitors.</p> <p><b>D11: 1.4</b></p>	<p>True or False?</p>
<p><b>GCSE AQA Business</b> <b>3.2: Influences on business</b> <b>(3.2.4–3.2.6)</b></p> <p>Entrepreneurs can start a business just to be their own boss.</p> <p> <b>D13: 1.4</b></p>		

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**



INSPECTION COPY

**TRUE**

**TRUE**





INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>All business operations must be interdependent.</p> <p> <b>A1: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Lean production aims to eliminate all types of business waste.</p> <p><b>A2: 1.5</b></p>	3.3: I pr b
<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Stock management must balance the cost of stock holding with the possible loss of an order.</p> <p><b>A4: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Having good stock procurement and logistics systems should improve a business's efficiency.</p> <p><b>A5: 1.5</b></p>	3.3: I in
<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Quality is defined by the extent to which customer expectations are met.</p> <p> <b>A7: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>In business, TQM stands for total quality management.</p> <p><b>A8: 1.5</b></p>	3.3: I A n b r

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**TRUE**



INSPECTION COPY

**FALSE**

**TRUE**



INSPECTION COPY


**TRUE**

**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Providing good customer services is part of the sales process.</p> <p> <b>A10: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Having an after-sales service should not be part of a business's customer services policy.</p> <p><b>A11: 1.5</b></p>	3.3: I
<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>A business should always seek new ways to improve its customer services.</p> <p><b>A13: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Production is the making of tangible goods by a business.</p> <p><b>B1: 1.5</b></p>	3.3: I  L wi
<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Good stock management will mean the business always has enough stock.</p> <p><b>B3: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Holding a buffer stock has no disadvantages for a business.</p> <p><b>B4: 1.5</b></p>	3.3: I  H  p le co

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**

 **INSPECTION COPY**

**FALSE**

**TRUE**

 **INSPECTION COPY**



**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Logistics includes the storage of supplies to be transported to the end customer.</p> <p> <b>B6: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Quality is defined by the extent to which the seller's expectations are met.</p> <p><b>B7: 1.5</b></p>	3.3: I Q
<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Quality maintenance will never have training cost implications for a business.</p> <p><b>B9: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Poor customer services could see them take their trade to a business's competitors.</p> <p><b>B10: 1.5</b></p>	3.3: I H a r
<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Good customer services should increase their satisfaction with the business.</p> <p> <b>B12: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>A business should always keep its customer services provisions static.</p> <p><b>B13: 1.5</b></p>	3.3: I J t

INSPECTION COPY

COPYRIGHT  
PROTECTED

**TRUE**

**FALSE**



INSPECTION COPY

**TRUE**

**TRUE**





**TRUE**

**FALSE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Just-in-time is a lean production technique.</p> <p> <b>C2: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Just-in-time stock management ensures that the business has stocks available only when needed.</p> <p><b>C3: 1.5</b></p>	3.3: I
<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>The supply chain plays no part in the procurement process.</p> <p><b>C5: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>The longer a business's supply chain is, the less likely that it will fail.</p> <p><b>C6: 1.5</b></p>	3.3: I A
<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Maintaining consistently good product quality is not important for a business.</p> <p> <b>C8: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>A business that grows through franchising could quickly lose its good reputation.</p> <p><b>C9: 1.5</b></p>	3.3: I cu

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**



INSPECTION COPY

**TRUE**

**FALSE**



**FALSE**



**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>A good after-sales service should increase customer loyalty to the business.</p> <p> <b>C11: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Providing good customer services will decrease a business's turnover.</p> <p><b>C12: 1.5</b></p>	3.3: I A le cu
<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Flow production and job production are the same.</p> <p><b>D1: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Just-in-time is not a lean production technique.</p> <p><b>D2: 1.5</b></p>	3.3: I S r S
<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>The reliability of a supplier is not an important issue for a business.</p> <p> <b>D4: 1.5</b></p>	<p><b>GCSE AQA Business</b> 3.3: Business operations (3.3.1–3.3.4)</p> <p>Procurement does not involve a business buying finished goods and selling them.</p> <p><b>D5: 1.5</b></p>	3.3: I b

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**FALSE**

 **INSPECTION COPY**

**FALSE**

**FALSE**

 **INSPECTION COPY**



**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.3: Business operations (3.3.1–3.3.4)</b></p> <p>No business should have a quality control department.</p> <p> <b>D7: 1.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.3: Business operations (3.3.1–3.3.4)</b></p> <p>Batch checking is not an example of quality control.</p> <p><b>D8: 1.5</b></p>	<p>3.3: Business operations (3.3.1–3.3.4)</p>
<p><b>GCSE AQA Business</b> <b>3.3: Business operations (3.3.1–3.3.4)</b></p> <p>No business should have a dedicated customer services department.</p> <p><b>D10: 1.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.3: Business operations (3.3.1–3.3.4)</b></p> <p>The seller of a product or service need not have a good knowledge about it.</p> <p><b>D11: 1.5</b></p>	<p>3.3: Business operations (3.3.1–3.3.4)</p>
<p><b>GCSE AQA Business</b> <b>3.3: Business operations (3.3.1–3.3.4)</b></p> <p>A customer complaint should be seen to be acted on by the business.</p> <p> <b>D13: 1.5</b></p>		

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**FALSE**

 **INSPECTION COPY**

**FALSE**



**FALSE**

 **INSPECTION COPY**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Multinational corporations usually have flat internal structures.</p> <p> <b>A1: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>The terms 'span of control' and 'chain of command' mean the same.</p> <p><b>A2: 2.1</b></p>	3.4:
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A business has informal internal structures so as to facilitate order within itself.</p> <p><b>A4: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Decentralisation means giving more real decision-making power and authority to lower-level management.</p> <p><b>A5: 2.1</b></p>	3.4:
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A business undertakes recruitment to replace staff who leave.</p> <p> <b>A7: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>External recruitment means filling a vacancy from the business's existing workforce.</p> <p><b>A8: 2.1</b></p>	3.4:

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**



INSPECTION COPY

**TRUE**

**TRUE**



**FALSE**



**FALSE**

INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>The job analysis is used to compile job descriptions and person specifications.</p> <p> <b>A10: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Staff always need to be recruited but not necessarily retained.</p> <p><b>A11: 2.1</b></p>	3.4: Human resources (3.4.1–3.4.2)
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Full-time employment facilitates a better work–life balance.</p> <p><b>A13: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Small businesses usually have a flat internal structure.</p> <p><b>B1: 2.1</b></p>	3.4: Human resources (3.4.1–3.4.2)
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Delaying is usually applied to a business with a flat internal structure.</p> <p> <b>B3: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A business has formal internal structures to facilitate order within itself.</p> <p><b>B4: 2.1</b></p>	3.4: Human resources (3.4.1–3.4.2)

INSPECTION COPY

COPYRIGHT  
PROTECTED

**TRUE**

**FALSE**



INSPECTION COPY

**TRUE**

**TRUE**



**FALSE**

INSPECTION COPY



**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>An organisation with a flat structure is most likely to use informal and unofficial 'grapevine' methods of communication.</p> <p> <b>B6: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A business undertakes recruitment to reduce the national level of unemployment.</p> <p><b>B7: 2.1</b></p>	3.4: Human resources (3.4.1–3.4.2)
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>The first stage of the recruitment and selection process is a vacancy arises.</p> <p><b>B9: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A job description is the same as a person specification.</p> <p><b>B10: 2.1</b></p>	3.4: Human resources (3.4.1–3.4.2)
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>The practice of job sharing is illegal in the UK.</p> <p> <b>B12: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Part-time employment facilitates a better work–life balance.</p> <p><b>B13: 2.1</b></p>	3.4: Human resources (3.4.1–3.4.2)

INSPECTION COPY

COPYRIGHT  
PROTECTED

**TRUE**

**FALSE**



**TRUE**

**FALSE**





**TRUE**

**TRUE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A business with a flat internal structure also has a very long chain of command.</p> <p> <b>C2: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A business with a tall internal structure usually has a narrow span of control.</p> <p><b>C3: 2.1</b></p>	3.4: Human resources (3.4.1–3.4.2)
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Directives flow down through any type of business structure.</p> <p><b>C5: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>All types of business structure must have effective communication with the business stakeholders.</p> <p><b>C6: 2.1</b></p>	3.4: Human resources (3.4.1–3.4.2)
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Internal recruitment always brings 'new blood' into a business.</p> <p> <b>C8: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A job applicant is never required to attach a CV with their application.</p> <p><b>C9: 2.1</b></p>	3.4: Human resources (3.4.1–3.4.2)

INSPECTION COPY

COPYRIGHT  
PROTECTED

**FALSE**

**TRUE**



INSPECTION COPY

**TRUE**

**TRUE**



INSPECTION COPY



**TRUE**

**FALSE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>The recruitment and selection process is time-consuming and expensive.</p> <p> <b>C11: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>An employee who works for 35 hours or less each week is part-time.</p> <p><b>C12: 2.1</b></p>	3.4:
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Micro-sized businesses usually have a tall internal structure.</p> <p><b>D1: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A business with a flat internal structure has a short chain of command.</p> <p><b>D2: 2.1</b></p>	3.4:
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Responsibility cannot be delegated.</p> <p> <b>D4: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Tall, formal internal business structures do not differentiate between job roles.</p> <p><b>D5: 2.1</b></p>	3.4:

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**TRUE**

 **INSPECTION COPY**

**FALSE**



**TRUE**

 **INSPECTION COPY**  
**FALSE FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A business only recruits staff because it has a legal obligation to do so.</p> <p> <b>D7: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>External recruitment could cause bad feelings in the existing workforce.</p> <p><b>D8: 2.1</b></p>	3.4:
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>A job analysis is not part of the recruitment and selection process.</p> <p><b>D10: 2.1</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>The recruitment and selection process is quick and inexpensive.</p> <p><b>D11: 2.1</b></p>	3.4:
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.1–3.4.2)</p> <p>Part-time employees are not protected by employment law.</p> <p> <b>D13: 2.1</b></p>		

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**

 **INSPECTION COPY**

**FALSE**

**FALSE**



 **INSPECTION COPY**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>A motivated workforce will greatly benefit a business.</p> <p> <b>A1: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>There are only financial methods of motivation.</p> <p><b>A2: 2.2</b></p>	3.4:
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Wages are thought of as monthly payments for professional administrative work.</p> <p><b>A4: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Management style can act as a non-financial method of staff motivation.</p> <p><b>A5: 2.2</b></p>	3.4:
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Training can act as a staff motivator.</p> <p> <b>A7: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Staff training brings no benefits to a business.</p> <p><b>A8: 2.2</b></p>	3.4:

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**

 **INSPECTION COPY**

**FALSE**

**TRUE**

 **INSPECTION COPY**



**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Induction training familiarises new employees with the business.</p> <p> <b>A10: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>On-the-job training takes place within the business.</p> <p><b>A11: 2.2</b></p>	3.4: Human resources (3.4.3–3.4.4)
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Off-the-job training is never too expensive for very small businesses.</p> <p><b>A13: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Motivation drives an individual to behave in certain ways.</p> <p><b>B1: 2.2</b></p>	3.4: Human resources (3.4.3–3.4.4)
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Staff inclusion in profit sharing is not a financial motivator.</p> <p> <b>B3: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Salaries are thought of as monthly payments for professional administrative work.</p> <p><b>B4: 2.2</b></p>	3.4: Human resources (3.4.3–3.4.4)

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**



INSPECTION COPY

**FALSE**

**TRUE**



**FALSE**



**TRUE**

INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Free healthcare for staff is a non-financial fringe benefit.</p> <p> <b>B6: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Staff training is a financial motivator.</p> <p><b>B7: 2.2</b></p>	3.4: Human resources (3.4.3–3.4.4)
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Training never impacts a worker's productivity.</p> <p><b>B9: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Induction training is given annually to all employees.</p> <p><b>B10: 2.2</b></p>	3.4: Human resources (3.4.3–3.4.4)
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>During their on-the-job training, the employee cannot contribute to the business's productivity.</p> <p> <b>B12: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Large businesses can better afford to offer off-the-job training than small ones.</p> <p><b>B13: 2.2</b></p>	3.4: Human resources (3.4.3–3.4.4)

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**

 **INSPECTION COPY**

**TRUE**

**FALSE**

 **INSPECTION COPY**



**FALSE**

**TRUE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Staff can be motivated by both financial and non-financial methods.</p> <p> <b>C2: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>A good basic salary is not a financial motivator.</p> <p><b>C3: 2.2</b></p>	3.4: W re
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Management style can act as a financial method of motivation.</p> <p><b>C5: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>The cost of a fringe benefit must be less than the benefit it returns.</p> <p><b>C6: 2.2</b></p>	3.4: S
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Staff training new employees.</p> <p> <b>C8: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Workforce training might increase a business's productivity.</p> <p><b>C9: 2.2</b></p>	3.4: In

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**



INSPECTION COPY

**TRUE**

**TRUE**



**FALSE**

**TRUE**



INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>On-the-job training could be delivered using work shadowing.</p> <p> <b>C11: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Off-the-job training is also called formal training.</p> <p><b>C12: 2.2</b></p>	3.4:  tr us
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Motivation will reduce the productivity rate of a business.</p> <p><b>D1: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Staff cannot be motivated in any way.</p> <p><b>D2: 2.2</b></p>	3.4:  A is
<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Salaries are usually recorded as daily or weekly payments for manual work.</p> <p> <b>D4: 2.2</b></p>	<p><b>GCSE AQA Business</b> 3.4: Human resources (3.4.3–3.4.4)</p> <p>Staff empowerment can act as a non-financial staff motivator.</p> <p><b>D5: 2.2</b></p>	3.4:  r t

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**



INSPECTION COPY

**TRUE**

**FALSE**





**FALSE**

**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.4: Human resources (3.4.3–3.4.4)</b></p> <p>Training cannot act as a staff motivator.</p> <p> <b>D7: 2.2</b></p>	<p><b>GCSE AQA Business</b> <b>3.4: Human resources (3.4.3–3.4.4)</b></p> <p>Staff training can benefit a business's workforce.</p> <p><b>D8: 2.2</b></p>	<p>3.4:  Er wi</p>
<p><b>GCSE AQA Business</b> <b>3.4: Human resources (3.4.3–3.4.4)</b></p> <p>Good induction training can result in a reduction in the rate of staff turnover.</p> <p><b>D10: 2.2</b></p>	<p><b>GCSE AQA Business</b> <b>3.4: Human resources (3.4.3–3.4.4)</b></p> <p>Off-the-job training is only delivered by job rotation.</p> <p><b>D11: 2.2</b></p>	<p>3.4:  Er o w</p>
<p><b>GCSE AQA Business</b> <b>3.4: Human resources (3.4.3–3.4.4)</b></p> <p>On-the-job training involves no expense for the business.</p> <p> <b>D13: 2.2</b></p>		

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**TRUE**

 **INSPECTION COPY**

**TRUE**



**FALSE**

 **INSPECTION COPY**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>A business must clearly identify the needs of its customers.</p> <p> <b>A1: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Knowing its customers' needs will never impact a business's sales.</p> <p><b>A2: 2.3</b></p>	
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Knowing what customers want will help the business avoid costly mistakes.</p> <p><b>A4: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Consumer wants are only limited by imagination.</p> <p><b>A5: 2.3</b></p>	
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>All consumers do not have the same needs.</p> <p> <b>A7: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Market segmentation identifies specific groups in a mass market.</p> <p><b>A8: 2.3</b></p>	

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



**TRUE**

**FALSE**



INSPECTION COPY

**FALSE**

**TRUE**



**FALSE**



**TRUE**

INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>The demographic of age can be used to segment a market.</p> <p> <b>A10: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>It is not possible to segment a market by location.</p> <p><b>A11: 2.3</b></p>	cc as
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>It is illegal to segment a market by gender.</p> <p><b>A13: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>A business must not satisfy the needs of its customers.</p> <p><b>B1: 2.3</b></p>	cl
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>There is no relationship between customer needs and the marketing mix.</p> <p> <b>B3: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Having the correct marketing mix will make the sales process easier.</p> <p><b>B4: 2.3</b></p>	k

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**

 **INSPECTION COPY**

**TRUE**

**FALSE**

 **INSPECTION COPY**

**FALSE**



**TRUE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Identifying customer needs will not guarantee that a business will maximise its profit.</p> <p> <b>B6: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>All consumers have exactly the same needs.</p> <p><b>B7: 2.3</b></p>	se no
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Market segmentation facilitates suitable product presentation.</p> <p><b>B9: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>The demographic of age cannot be used to segment a market.</p> <p><b>B10: 2.3</b></p>	se
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>The seller of sit-on lawnmowers should not use location as a demographic.</p> <p> <b>B12: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>The market for clothing can be segmented by gender.</p> <p><b>B13: 2.3</b></p>	A p c b

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



**FALSE**

**FALSE**



INSPECTION COPY

**TRUE**

**FALSE**



INSPECTION COPY



**TRUE**

**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>No business can ever try to know and satisfy its customers' needs.</p> <p> <b>C2: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Consumer needs and consumer wants are different.</p> <p><b>C3: 2.3</b></p>	co r
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Correctly identifying customer needs will give the business a competitive advantage.</p> <p><b>C5: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Consumers always behave in a very predictable way.</p> <p><b>C6: 2.3</b></p>	A
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>It is impossible for a business to segment a mass market.</p> <p> <b>C8: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Market segmentation can be a slow process.</p> <p><b>C9: 2.3</b></p>	se

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



**FALSE**

**TRUE**



INSPECTION COPY

**TRUE**

**FALSE**



**FALSE**



**TRUE**

INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>The demographic of income is not used in the segmentation of the car market.</p> <p> <b>C11: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Market segmentation is a costly process for a business to undertake.</p> <p><b>C12: 2.3</b></p>	
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>A business will survive only if it fails to produce goods or services its customers need.</p> <p><b>D1: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>A business that satisfies its customers' needs might increase sales revenue.</p> <p><b>D2: 2.3</b></p>	
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>A very basic example of a consumer need is a flat screen HD TV.</p> <p> <b>D4: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>A business will not get a competitive advantage by knowing what its customers need.</p> <p><b>D5: 2.3</b></p>	

INSPECTION COPY

COPYRIGHT  
PROTECTED

**TRUE**

**TRUE**

 **INSPECTION COPY**

**FALSE**

**TRUE**

 **INSPECTION COPY**



**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>All consumers are not customers of a particular business.</p> <p> <b>D7: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Market segmentation helps a business target its marketing.</p> <p><b>D8: 2.3</b></p>	<p>se g</p>
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Market segmentation can improve a business's efficiency.</p> <p><b>D10: 2.3</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>The demographic of income can be used in the segmentation of the car market.</p> <p><b>D11: 2.3</b></p>	<p>s</p>
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.1–3.5.2)</b></p> <p>Market segmentation will give a business an idea of the best advertising technique to use.</p> <p> <b>D13: 2.3</b></p>		

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



**FALSE**

**TRUE**

 **INSPECTION COPY**

**FALSE**

**TRUE**



 **INSPECTION COPY**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Market research involves a business collecting data about its targeted market.</p> <p> <b>A1: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Market research collects information about potential customers.</p> <p><b>A2: 2.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Quantitative data collection is the systematic and structured gathering of statistical facts and figures.</p> <p><b>A4: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Market share and market size mean the same.</p> <p><b>A5: 2.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Two elements of the marketing mix are price and product.</p> <p> <b>A7: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>A new product's design never influences its sales.</p> <p><b>A8: 2.4</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**TRUE**

 **INSPECTION COPY**

**TRUE**

**FALSE**

 **INSPECTION COPY**

**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>The Boston Matrix is used for product portfolio analysis.</p> <p> <b>A10: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Both the Internet and billboards can be used for product promotion.</p> <p><b>A11: 2.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>E-commerce means electronic commerce.</p> <p><b>A13: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Market research involves a business collecting data only about its competitors.</p> <p><b>B1: 2.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Primary market research is field research.</p> <p> <b>B3: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Qualitative data collection is the non-systematic and unstructured gathering of hearsay information.</p> <p><b>B4: 2.4</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**TRUE**

 **INSPECTION COPY**

**FALSE**

**FALSE**

 **INSPECTION COPY**



**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Face-to-face interview is a method of primary research.</p> <p> <b>B6: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Promotion and place are not two elements of the marketing mix.</p> <p><b>B7: 2.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Price penetration is charging an artificially high initial selling price for a newly launched product.</p> <p><b>B9: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>There are four categories in the Boston Matrix.</p> <p><b>B10: 2.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Product promotion both persuades and informs.</p> <p> <b>B12: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>M-commerce means motorway commerce.</p> <p><b>B13: 2.4</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**

 **INSPECTION COPY**

**FALSE**

**TRUE**

 **INSPECTION COPY**



**TRUE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>A business uses market research to get information about potential competitors.</p> <p> <b>C2: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Desk research was at one time field research.</p> <p><b>C3: 2.4</b></p>	Q
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Secondary research is cheaper to undertake than primary research.</p> <p><b>C5: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Information gathered from the Internet is primary research.</p> <p><b>C6: 2.4</b></p>	A
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Branding is not a form of product differentiation.</p> <p> <b>C8: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>The maturity stage is the 'cash cow' phase of a product's life cycle.</p> <p><b>C9: 2.4</b></p>	pe pr

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**



INSPECTION COPY

**TRUE**

**FALSE**



**FALSE**



**TRUE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Short-channel distribution is direct selling.</p> <p> <b>C11: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>The promotion mix is influenced by the amount of finance a business has available.</p> <p><b>C12: 2.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Market research can never identify whether a viable business opportunity exists.</p> <p><b>D1: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>A business uses market research to get information about the level of demand before a new product launch.</p> <p><b>D2: 2.4</b></p>
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Quantitative data is not numeric data.</p> <p> <b>D4: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Desk research never becomes outdated.</p> <p><b>D5: 2.4</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**TRUE**



INSPECTION COPY

**FALSE**

**TRUE**



INSPECTION COPY



**TRUE**

**FALSE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Competitors never influence a business's pricing decisions.</p> <p> <b>D7: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>No sales are made during the decline stage of a product's life cycle.</p> <p><b>D8: 2.4</b></p>	
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>The promotion mix and the marketing mix are the same.</p> <p><b>D10: 2.4</b></p>	<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>Indirect selling involves long-channel distribution.</p> <p><b>D11: 2.4</b></p>	
<p><b>GCSE AQA Business</b> <b>3.5: Marketing (3.5.3–3.5.4)</b></p> <p>The marketing mix is used to inform and implement business decisions.</p> <p> <b>D13: 2.4</b></p>		

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**FALSE**

 **INSPECTION COPY**

**FALSE**



**TRUE**

 **INSPECTION COPY**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Undistributed retained profits are an internal source of business finance.</p> <p> <b>A1: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Trade credit is readily available to new small business start-ups.</p> <p><b>A2: 2.5</b></p>
<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Cash can be used to pay business suppliers.</p> <p><b>A4: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Cash flow is money flowing into and out from a business.</p> <p><b>A5: 2.5</b></p>
<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Total variable cost = unit variable cost × units produced.</p> <p> <b>A7: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Building insurance is a variable cost.</p> <p><b>A8: 2.5</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**FALSE**



INSPECTION COPY

**TRUE**

**TRUE**



INSPECTION COPY



**TRUE**

**FALSE**

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Break-even output is the point where total costs equals total revenues.</p> <p> <b>A10: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>An income statement has the same purpose as a statement of financial position.</p> <p><b>A11: 2.5</b></p>
<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>A business's current performance cannot be measured against its past performance.</p> <p><b>A13: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>A short-term source of external finance is a bank overdraft.</p> <p><b>B1: 2.5</b></p>
<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Total cash inflows minus total cash outflows equals net cash flow.</p> <p> <b>B3: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Debtors who do not pay on time can cause a business to have cash flow problems.</p> <p><b>B4: 2.5</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**

 **INSPECTION COPY**

**FALSE**

**TRUE**

 **INSPECTION COPY**

**FALSE**



**TRUE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**





<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>A unit variable cost never changes in value.</p> <p> <b>B6: 2.5</b></p>	<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>Total variable cost = total cost × units produced.</p> <p><b>B7: 2.5</b></p>
<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>Buying new machinery is considered to be revenue expenditure for a business.</p> <p><b>B9: 2.5</b></p>	<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>When the total cost line is above the total revenue line the area between shows loss.</p> <p><b>B10: 2.5</b></p>
<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>Business liabilities are financial commitments a business owes to someone outside the business.</p> <p> <b>B12: 2.5</b></p>	<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>A business's performance cannot be measured against its competitors.</p> <p><b>B13: 2.5</b></p>

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**



INSPECTION COPY

**TRUE**

**TRUE**



**FALSE**



**FALSE**

INSPECTION COPY

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>A loan from the family is a cheap source of finance for a new business owner.</p> <p> <b>C2: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Cash flow forecasts will show times when a business needs money.</p> <p><b>C3: 2.5</b></p>	A te
<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>New additional cash inflows help a business with cash flow problems.</p> <p><b>C5: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>A fixed cost can change in value over time.</p> <p><b>C6: 2.5</b></p>	T
<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>The average rate of return is the average profit made on sales.</p> <p> <b>C8: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>An excess of revenues over costs gives profit.</p> <p><b>C9: 2.5</b></p>	b

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**TRUE**

 **INSPECTION COPY**

**TRUE**

**TRUE**

 **INSPECTION COPY**



**FALSE**

**TRUE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>Closing inventories are in both an income statement and a statement of financial position.</p> <p> C11: 2.5</p>	<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>External stakeholders are incapable of judging the business's performance.</p> <p>C12: 2.5</p>	
<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>Getting a mortgage loan is a short-term source of finance for an established business.</p> <p>D1: 2.5</p>	<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>Established businesses usually find it easier to source finance than new business start-ups.</p> <p>D2: 2.5</p>	f s a
<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>Maximising profit is a short-term essential for a new business start-up.</p> <p> D4: 2.5</p>	<p><b>GCSE AQA Business</b> 3.6: Finance (3.6.1–3.6.4)</p> <p>A cash flow forecast shows the business's profit for the year.</p> <p>D5: 2.5</p>	A C

INSPECTION COPY

COPYRIGHT  
PROTECTED



**TRUE**

**FALSE**

 **INSPECTION COPY**

**FALSE**

**TRUE**

 **INSPECTION COPY**


**FALSE**

**FALSE**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**



<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Turnover is another name for profit.</p> <p> <b>D7: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>The average rate of return is always expressed as a percentage.</p> <p><b>D8: 2.5</b></p>	A
<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>The margin of safety is the area of profit on a break-even chart.</p> <p><b>D10: 2.5</b></p>	<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Opening inventories are in both an income statement and a statement of financial position.</p> <p><b>D11: 2.5</b></p>	
<p><b>GCSE AQA Business</b> <b>3.6: Finance (3.6.1–3.6.4)</b></p> <p>Net profit margin = <math>(\text{net profit} \div \text{sales}) \times 100</math>.</p> <p><b>D13: 2.5</b></p>		

INSPECTION COPY

COPYRIGHT  
PROTECTED



**FALSE**

**TRUE**

 **INSPECTION COPY**

**FALSE**

**FALSE**

 **INSPECTION COPY**

**INSPECTION COPY**

**COPYRIGHT  
PROTECTED**





# INSPECTION COPY

**COPYRIGHT  
PROTECTED**



Topic:									
Card ID	Player (P)		Quizmaster (QM)		Points		Card ID	Player (P)	
	True	False	True	False	P	QM		True	False
A1							C1		
A2							C2		
A3							C3		
A4							C4		
A5							C5		
A6							C6		
A7							C7		
A8							C8		
A9							C9		
A10							C10		
A11							C11		
A12							C12		
A13							C13		
B1							D1		
B2							D2		
B3							D3		
B4							D4		
B5							D5		
B6							D6		
B7							D7		
B8							D8		
B9							D9		
B10							D10		
B11							D11		
B12							D12		
B13							D13		
Total:									

### 3.1: Business in the real word (3.1.1–3.1.3)

Statement	
A1	Businesses are set up only to produce goods.
A2	Opportunity cost is the cost of the forgone alternative.
A3	To make money is a characteristic of an entrepreneur.
A4	A business must face the challenge of changing technology.
A5	A sole trader owns their own business.
A6	Partnerships must have more than one partners.
A7	A private limited company can put ltd after its name.
A8	All public limited companies are not-for-profit organisations.
A9	Not-for-profit organisations are not legal business structures.
A10	Business aims are long-term aspirational business goals.
A11	Survival is a likely objective for a new business.
A12	Different types of businesses have different objectives.
A13	Profit is the only way to measure business success.
B1	Enterprise is a factor of production.
B2	Entrepreneurs are not risk-takers.
B3	To make money is an objective of an entrepreneur.
B4	A business must be able to react quickly to changes in consumer taste.
B5	A sole trader is protected by limited liability.
B6	Partnerships must have at least two partners.
B7	A private limited company can put plc after its name.
B8	Shareholders in a public limited company are protected by limited liability.
B9	A not-for-profit organisation is a social enterprise.
B10	Business aims are short-term aspirational business goals.
B11	Market domination might be an aim for established businesses.
B12	All businesses have the same aims and objectives.
B13	Non-financial objectives can be used to judge business success.

**COPYRIGHT  
PROTECTED**



Statement	
C1	Banking is in the tertiary sector of the economy.
C2	Consumer goods are made for the general public.
C3	Entrepreneurs never want to be their own boss.
C4	A business must ignore changes in the economic climate.
C5	There are no advantages to being a sole trader.
C6	Partners in a partnership always share profits equally.
C7	A private limited company has no shareholders.
C8	Shareholders in a public limited company cannot sell their shares.
C9	A not-for-profit organisation can be any size.
C10	Business objectives are short-term aspirational business goals.
C11	Setting business objectives can motivate employees.
C12	Every business objective must be SMART.
C13	A business should always have the same objectives as its competitors.
D1	A business's needs and wants are the same.
D2	Entrepreneurs are innovative.
D3	Extractive industries are not in the primary sector of the economy.
D4	Entrepreneurs must have a sense of self-belief.
D5	A sole trader does not have to pay any tax at all.
D6	In a limited partnership some partners are protected by limited liability.
D7	A private limited company has stakeholders.
D8	A public limited company is usually a new business start-up.
D9	A not-for-profit organisation does not promote ethical social values.
D10	Business objectives are long-term aspirational business goals.
D11	Business objectives never change over time.
D12	Achieving objectives will guarantee that long-term aims will be met.
D13	All businesses should set aims and objectives.

**COPYRIGHT  
PROTECTED**



### 3.1: Business in the real word (3.1.4–3.1.7)

Statement	
A1	All a company's stakeholders are also its shareholders.
A2	Employees are one of a business's internal stakeholder groupings.
A3	The objective of employees as stakeholders might be to maximise pay.
A4	A business's activity does not influence its geographic location.
A5	E-commerce businesses need to locate in an area with good Internet connectivity.
A6	Proximity to its market might be a location consideration for a business.
A7	A business plan should be prepared before the business is set up.
A8	A business plan cannot be used to help raise finance for a business.
A9	A business plan should address possible fixed and variable operational costs.
A10	Business expansion makes an existing business bigger.
A11	Franchising grows a business externally.
A12	An expanding business will never have ineffective communications.
A13	A business merger is a quick way to expand a business.
B1	Company shareholders are also its stakeholders.
B2	Suppliers are one of a business's external stakeholder groupings.
B3	The objective of business owners as stakeholders might be high dividend payment.
B4	What a business does influences its geographic location.
B5	Any business can outgrow its present geographic location.
B6	Availability of raw materials might be a business location issue.
B7	A business plan should be prepared only after the business has been set up.
B8	A business plan can be used to set objectives.
B9	A business plan should address potential revenue, profit and loss.
B10	A business can grow organically through franchising and outsourcing.
B11	Opening new premises grows a business externally.
B12	An expanding business can benefit from economies of scale.
B13	Diseconomies of scale can cause a business to decline.

**COPYRIGHT  
PROTECTED**



Statement	
C1	All stakeholders are part-owners of a limited company.
C2	A business's internal stakeholder groupings all have the same objectives.
C3	The objective of suppliers as stakeholders might be to always get paid in full and on time.
C4	A badly chosen location could harm the business's profits.
C5	Once a business locates to an area, it never moves from there.
C6	The level of competition could be an issue when deciding a business location.
C7	Having a business plan is a legal requirement in the UK.
C8	A business plan must have a section on business finances.
C9	A business plan should only address the fixed cost of raw material inputs.
C10	A business can use mergers and takeovers to grow externally.
C11	A business merger and a business takeover are the same.
C12	As a business grows it might suffer from diseconomies of scale.
C13	If it costs £500 to make 5,000 units then the average cost per unit is 10p.
D1	All shareholders are part-owners of a limited company.
D2	Stakeholders can have an impact on a business's decision-making.
D3	The objective of suppliers as stakeholders might be to always give a business more trade credit.
D4	A badly chosen location would never increase the business's running costs.
D5	A business never considers the suitability of available labour when locating its operations.
D6	Set-up costs should never be considered when deciding on a business's location.
D7	A business plan is not required under UK business law.
D8	Once a business plan is written it should never be changed.
D9	A business plan should only address the variable costs of its rates and insurances.
D10	External growth is also known as inorganic growth.
D11	A business takeover can sometimes be a hostile one.
D12	External growth has no advantages for any business.
D13	Falling average unit cost is an economy of scale.

**COPYRIGHT  
PROTECTED**



### 3.2: Influences on business (3.2.1–3.2.3)

Statement	
A1	Developments in ICT have changed the way some businesses trade.
A2	E-commerce means that businesses can access a worldwide market.
A3	The use of digital technology tends to increase the overall level of economic activity.
A4	Fair pay for employees is an ethical consideration.
A5	Behaving ethically gives a business a very bad image.
A6	To be both ethical and profitable, businesses need to make some trade-offs.
A7	Recycling business waste is good for the environment.
A8	Extracting oil from the sea is not a sustainable process.
A9	Interest is charged on money borrowed from a bank.
A10	Fluctuations in interest rates cause business uncertainty.
A11	Fluctuations in interest rates cause buyers to be unsure.
A12	Interest is charged on the full amount of a bank loan.
A13	Interest rates impact the disposable income of consumers.
B1	Developments in ICT now let business be conducted using the Internet.
B2	E-commerce gives customers access to a business on a 24/7 basis.
B3	The use of digital technology tends to reduce the overall level of economic activity.
B4	A business with good ethics will act fairly.
B5	Ethical trading should attract more customers.
B6	Stakeholders should never be concerned about business ethics.
B7	A business using electric vehicles is behaving in an ethical way.
B8	Some businesses waste the natural finite resources.
B9	Interest is paid on money saved at a bank.
B10	Fluctuations in interest rates do not cause business uncertainty.
B11	Fluctuating interest rates impact business spending.
B12	Interest is not charged on the full amount of a bank loan.
B13	Interest rates do not impact the disposable income of consumers.

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



Statement	
C1	Developments in ICT have not changed the way any businesses trade.
C2	E-commerce has not contributed to the decline in high-street shopping.
C3	Various digital technologies allow businesses to get instant feedback from customers.
C4	Environmental and ethical considerations are the same.
C5	All ethical traders are also environmentally friendly.
C6	Noise pollution could be an environmental issue for a business.
C7	Electric vehicles do not contribute to traffic congestion.
C8	Solar panels on a business's roof contribute to global warming.
C9	Interest rate on borrowings is higher than that paid on savings.
C10	High interest rates negatively impact a business with a bank loan.
C11	Businesses are unlikely to increase capital spending when interest rates are high.
C12	Interest is charged on the full amount of an agreed bank overdraft.
C13	Disposable income is the net income a consumer has available for spending.
D1	Developments in ICT have facilitated instant worldwide business communications.
D2	E-commerce is a totally secure way of trading.
D3	Digital technology facilitates face-to-face business meetings irrespective of world location.
D4	Acting ethically will never increase a business's costs.
D5	An employee's health is not an environmental consideration.
D6	There is no such thing as a fair trade logo.
D7	A business should strike a balance between profit and sustainability.
D8	Global warming is not an issue that should concern any business.
D9	Interest rate paid on savings is lower than that charged on borrowing.
D10	Fluctuations in interest rates do not impact a business with a bank overdraft.
D11	High interest rates can cause an increase in the general level of employment.
D12	Interest is only charged on the amount of bank overdraft that has been used.
D13	Changes in interest rate can cause the disposable income level to fluctuate.

**COPYRIGHT  
PROTECTED**



### 3.2: Influences on business (3.2.4–3.2.6)

Statement	
A1	Globalisation means the world is more commercially interconnected.
A2	Globalisation has both advantages and disadvantages for UK businesses.
A3	A UK business's international competitiveness can be improved by better product design.
A4	Currency values fluctuate very frequently.
A5	Employment law covers the legal relationships between employers and employees.
A6	Employment law can protect employees from bad employers.
A7	Payment of a National Living Wage is written into UK employment law.
A8	The Health and Safety at Work Act 1974 only applies to the construction industry.
A9	The Consumer Rights Act 2015 is there to protect the consumer.
A10	A market is any place where buyers and sellers meet to undertake commercial transactions.
A11	Business competition takes place when more than one seller targets the same buyers.
A12	Monopolies are usually found in the private sector of the economy.
A13	A business risk might be minimised by good forward planning.
B1	Globalisation means the world is now less commercially interconnected.
B2	Globalisation has resulted in the growth of UK business exports.
B3	Making quality products at affordable prices will increase a UK business's global competitiveness.
B4	A low exchange rate indicates a strong pound sterling.
B5	Under UK employment law employees have no obligations to their employer.
B6	Employers are protected under UK employment law.
B7	The Equality Act 2010 has nothing to do with UK employment law.
B8	The Health and Safety at Work Act protects anyone legally on a business's premises.
B9	A customer can get a full refund for a faulty product from a trader they have not bought it from.
B10	A market is any place where only consumable products are bought and sold.
B11	Business competition takes place when only one seller targets the same buyers.
B12	Monopolies are usually found in the public sector of the economy.
B13	A business risk will not be minimised by taking out insurance against it happening.

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





Statement	
C1	Globalisation has only disadvantages for UK businesses.
C2	Cheap imports resulting from globalisation have destroyed some UK businesses.
C3	The currency exchange rate is the value of one country's currency relative to that of another.
C4	An increase in the value of the pound will make imports cheaper for businesses.
C5	Meeting employment law requirements often costs a business money.
C6	Employers are not protected by UK employment law.
C7	Employment law specifically protects the customer.
C8	A business should appoint a dedicated health and safety officer.
C9	Trade descriptions protects consumers from over-priced products.
C10	A virtual market operates using digital technologies.
C11	Having many market competitors is likely to cause a fall in a product's selling price.
C12	Business risk implies that the outcome of an action can be statistically calculated.
C13	Entrepreneurs start a business only to make money.
D1	Globalisation has only advantages for UK businesses.
D2	Globalisation has resulted in fewer multinational corporations.
D3	Currency values never fluctuate.
D4	A decrease in the value of the pound will make imports more expensive.
D5	A UK business that breaks employment law is never prosecuted.
D6	Employers can choose to 'opt out' of implementing employment legislation.
D7	Employment law does not address the general health issues of employers.
D8	The Health and Safety at Work Act 1974 deals specifically with wages.
D9	Trade descriptions protects buyers from misleading claims by the seller.
D10	The London Stock Exchange is not a market.
D11	A monopoly arises from the total absence of business competitors.
D12	Business uncertainty implies that an action's outcome is unknown.
D13	Entrepreneurs could start a business just to be their own boss.

**COPYRIGHT  
PROTECTED**



### 3.3: Business operations (3.3.1–3.3.4)

Statement	
A1	All business operations must be interdependent.
A2	Lean production aims to eliminate all types of business waste.
A3	Stock procurement does not involve the purchase of a business's stock.
A4	Stock management must balance the cost of stock holding with the possible loss of an order.
A5	Having good stock procurement and logistics systems should improve a business's efficiency.
A6	There should be no interdependence between any elements of a business's supply chain.
A7	Quality is defined by the extent to which customer expectations are met.
A8	In business, TQM stands for total quality management.
A9	A reputation for good quality might result in a business getting new customers.
A10	Providing good customer services is part of the sales process.
A11	Having an after-sales service should not be part of a business's customer services policy.
A12	Good customer services should help make a business more profitable.
A13	A business should always seek new ways to improve its customer services.
B1	Production is the making of tangible goods by a business.
B2	Lean production will never increase business efficiency.
B3	Good stock management will mean the business always has enough stock.
B4	Holding a buffer stock has no disadvantages for a business.
B5	Having efficient stock procurement and logistics systems could help reduce a business's unit costs.
B6	Logistics includes the storage of supplies to be transported to the end customer.
B7	Quality is defined by the extent to which the supplier's expectations are met.
B8	Quality assurance and quality control are different concepts.
B9	Quality improvement will never have training cost implications for a business.
B10	Poor customer services could see them take their trade to a business's competitors.
B11	Having an efficient after-sales service might improve a business's reputation.
B12	Good customer services should increase their satisfaction with the business.
B13	A business should always keep its customer services provisions static.

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



Statement	
C1	Job production is the making of a one-off unique item.
C2	Just-in-time is a lean production technique.
C3	Just-in-time stock management ensures that the business has stocks available only when needed.
C4	The price a supplier charges for stock is important to a business.
C5	The supply chain plays no part in the procurement process.
C6	The longer a business's supply chain is, the less likely it is that it will fail.
C7	A high number of sales returns would be an indication of a poor-quality product.
C8	Maintaining consistently good product quality is not important for a business.
C9	A business that grows through franchising could quickly lose its good reputation.
C10	The use of ICT plays no part in customer services.
C11	A good after-sales service should increase customer loyalty to the business.
C12	Providing good customer services will decrease a business's turnover.
C13	All businesses are legally required to provide their customers with an after-sales service.
D1	Flow production and job production are the same.
D2	Just-in-time is not a lean production technique.
D3	A just-in-case stock management system does not require a buffer stock to be held.
D4	The reliability of a supplier is not an important issue for a business.
D5	Procurement does not involve a business buying finished goods and selling them.
D6	Logistical and supply chain decisions can impact a business's costs.
D7	No business should have a quality control department.
D8	Batch checking is not an example of quality control.
D9	A business engaged in outsourcing can never lose its good reputation for quality.
D10	No business should have a dedicated customer services department.
D11	The seller of a product or service need not have a good knowledge about it.
D12	Dissatisfied customers are never a threat to a business's reputation.
D13	A customer complaint should be seen to be acted on by the business.

**COPYRIGHT  
PROTECTED**



### 3.4: Human resources (3.4.1–3.4.2)

Statement	
A1	Multinational corporations usually have flat internal structures.
A2	The terms 'span of control' and 'chain of command' mean the same.
A3	Delayering is usually applied to a business with a tall internal structure.
A4	A business has informal internal structures so as to facilitate order within itself.
A5	Decentralisation means giving more real decision-making power and authority to lower-level management.
A6	An organisation with a tall structure is most likely to use official formal written and official oral methods of communication.
A7	A business undertakes recruitment to replace staff who leave.
A8	External recruitment means filling a vacancy from the business's existing workforce.
A9	The first stage of the recruitment and selection process is an interview.
A10	The job analysis is used to compile job descriptions and person specifications.
A11	Staff always need to be recruited but not necessarily retained.
A12	A full-time employee works for more than 35 hours a week.
A13	Full-time employment facilitates a better work-life balance.
B1	Small businesses usually have a flat internal structure.
B2	The terms 'span of control' and 'chain of command' do not mean the same.
B3	Delayering is usually applied to a business with a flat internal structure.
B4	A business has formal internal structures to facilitate order within itself.
B5	Centralisation does not mean keeping real decision-making power and authority with only a few very top managers.
B6	An organisation with a flat structure is most likely to use informal and unofficial 'grapevine' methods of communication.
B7	A business undertakes recruitment to reduce the national level of unemployment.
B8	Internal recruitment means filling a vacancy from the business's existing workforce.
B9	The final stage in the recruitment and selection process is a vacancy arises.
B10	A job description is the same as a person specification.
B11	Effective staff recruitment must be supported by effective staff retention.
B12	The practice of job-sharing is illegal in the UK.
B13	Part-time employment facilitates a better work-life balance.

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



Statement	
C1	Large businesses usually have a tall internal structure.
C2	A business with a flat internal structure also has a very long chain of command.
C3	A business with a tall internal structure usually has a narrow span of control.
C4	Responsibility can be delegated.
C5	Directives flow down through any type of business structure.
C6	All types of business structure must have effective communication with the business stakeholders.
C7	A business will recruit staff with the same skills as workers with a particular skill set.
C8	Internal recruitment always brings 'new blood' into a business.
C9	A job applicant is never required to attach a CV with their application.
C10	A job description is different from a person specification.
C11	The recruitment and selection process is time-consuming and expensive.
C12	An employee who works for 35 hours or less each week is part-time.
C13	Full-time employment always gives an irregular income.
D1	Micro-sized businesses usually have a tall internal structure.
D2	A business with a flat internal structure has a short chain of command.
D3	A business with a tall internal structure usually has a wide span of control.
D4	Responsibility cannot be delegated.
D5	Tall, formal internal business structures do not differentiate between job roles.
D6	A business with a flat internal structure never uses computer technology to communicate internally.
D7	A business only recruits staff because it has a legal obligation to do so.
D8	External recruitment could cause bad feelings in the existing workforce.
D9	A job applicant might be asked for a character reference.
D10	A job specification is part of the recruitment and selection process.
D11	The recruitment and selection process is quick and inexpensive.
D12	A zero-hour employment contract gives the employee job security.
D13	Part-time employees are not protected by employment law.

**COPYRIGHT  
PROTECTED**



### 3.4: Human resources (3.4.3–3.4.4)

Statement	
A1	A motivated workforce will greatly benefit a business.
A2	There are only financial methods of motivation.
A3	The payment of commission is a financial method of motivation.
A4	Wages are thought of as monthly payments for professional administrative work.
A5	Management style can act as a non-financial method of staff motivation.
A6	Free healthcare for staff is a financial fringe benefit.
A7	Training can act as a financial motivator.
A8	Staff training brings no benefits to a business.
A9	Employee training could increase their productivity.
A10	Induction training familiarises new employees with the business.
A11	On-the-job training takes place within the business.
A12	Employees trained on-the-job could pick up bad working practices from the in-house tutor.
A13	Off-the-job training is never too expensive for very small businesses.
B1	Motivation drives an individual to behave in certain ways.
B2	There are only non-financial methods of motivation.
B3	Staff inclusion in profit-sharing is not a financial motivator.
B4	Salaries are thought of as monthly payments for professional administrative work.
B5	Management style has no influence on staff motivation.
B6	Free healthcare for staff is a non-financial fringe benefit.
B7	Staff training is a financial motivator.
B8	Staff training can bring benefits to a business.
B9	Training never improves a worker's productivity.
B10	Induction training is given annually to all employees.
B11	Off-the-job training takes place outside the business.
B12	During their on-the-job training, the employee cannot contribute to the business's productivity.
B13	Large businesses can better afford to offer off-the-job training than small ones.

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



Statement	
C1	Motivation will decrease a business's staff retention rate.
C2	Staff can be motivated by both financial and non-financial methods.
C3	A good basic salary is not a financial motivator.
C4	Wages are usually regarded as daily or weekly payments for manual work.
C5	Management style can act as a financial method of motivation.
C6	The cost of a fringe benefit must be less than the benefit it returns.
C7	Staff training is a non-financial motivator.
C8	Staff training never benefits employees.
C9	Work-based training might increase a business's productivity.
C10	Induction training is only given to long-time employees.
C11	On-the-job training could be delivered using work shadowing.
C12	Off-the-job training is also called formal training.
C13	On-the-job training might be used in businesses with specific employee skill requirements.
D1	Motivation will reduce the productivity rate of a business.
D2	Staff cannot be motivated in any way.
D3	A high basic salary is a good financial motivator.
D4	Salaries are usually regarded as daily or weekly payments for manual work.
D5	Staff empowerment can act as a non-financial staff motivator.
D6	The cost of a fringe benefit must be greater than the benefit it delivers.
D7	Training cannot act as a staff motivator.
D8	Staff training can benefit a business's workforce.
D9	Employee training will never increase a business's productivity.
D10	Good induction training can result in a reduction in the rate of staff turnover.
D11	Off-the-job training is only delivered by job rotation.
D12	Employees trained off-the-job might bring new working practices back to the business.
D13	On-the-job training involves no expense for the business.

**COPYRIGHT  
PROTECTED**





### 3.5: Marketing (3.5.1–3.5.2)

Statement	
A1	A business must clearly identify the needs of its customers.
A2	Knowing its customers' needs will never impact a business's sales.
A3	Knowing its customers' needs will help a business to employ the appropriate marketing mix.
A4	Knowing what customers want will help the business avoid costly mistakes.
A5	Consumer wants are only limited by imagination.
A6	Identifying customer needs will guarantee business success.
A7	All consumers demand the same needs.
A8	Market segmentation identifies specific groups in a mass market.
A9	Market segmentation has no influence on how a product is presented.
A10	The demographic of age can be used to segment a market.
A11	It is not possible to segment a market by location.
A12	The seller of sit-on lawnmowers could use location as a demographic.
A13	It is illegal to segment a market by gender.
B1	A business must not satisfy the needs of its customers.
B2	A business that knows its customers' needs could increase sales.
B3	There is no relationship between customer needs and the marketing mix.
B4	Having the correct marketing mix will make the sales process easier.
B5	Food is a very basic consumer want.
B6	Identifying customer needs will not guarantee that a business will maximise its profit.
B7	All consumers have exactly the same needs.
B8	Market segmentation has no real business purpose.
B9	Market segmentation facilitates suitable product presentation.
B10	The demographic of age cannot be used to segment a market.
B11	It is possible to segment a market by location.
B12	The seller of sit-on lawnmowers should not use location as a demographic.
B13	The market for clothing can be segmented by gender.

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





Statement	
C1	A business must provide products or services that customers will buy and pay for.
C2	No business can ever try to know and satisfy its customers' needs.
C3	Consumer needs and consumer wants are different.
C4	Having the correct marketing mix hinders the sales process.
C5	Correctly identifying customer needs will give the business a competitive advantage.
C6	Consumers always behave in a very predictable way.
C7	All customers of a particular business are consumers.
C8	It is impossible for a business to segment a mass market.
C9	Market segmentation can be a slow process.
C10	Market segmentation has no impact on a business's efficiency.
C11	The demographic of income is not used in the segmentation of the car market.
C12	Market segmentation is a costly process for a business to undertake.
C13	Market segmentation will enable a business to make its product more appealing to a particular group.
D1	A business will survive only if it fails to produce goods or services its customers need.
D2	A business that satisfies its customers' needs might increase sales revenue.
D3	Consumer needs and consumer wants are the same.
D4	A very basic example of a consumer need is a flat screen HD TV.
D5	A business will not get a competitive advantage by knowing what its customers need.
D6	Consumer actions are generally unpredictable.
D7	All consumers are not customers of a particular business.
D8	Market segmentation helps a business target its marketing.
D9	Market segmentation will guarantee that a business has marketing success.
D10	Market segmentation can improve a business's efficiency.
D11	The demographic of income can be used in the segmentation of the car market.
D12	Market segmentation is not a costly process for a business to undertake.
D13	Market segmentation will give a business an idea of the best advertising technique to use.

**COPYRIGHT  
PROTECTED**



### 3.5: Marketing (3.5.3–3.5.4)

Statement	
A1	Market research involves a business collecting data about its targeted market.
A2	Market research collects information about potential customers.
A3	Desk research is primary research.
A4	Quantitative data collection is the systematic and structured gathering of statistical facts and figures.
A5	Market share and market size mean the same.
A6	Questionnaires can be used to collect primary research data.
A7	Two elements of the marketing mix are price and product.
A8	A new product's design never influences its sales.
A9	Price skimming is charging an artificially high initial selling price for a newly launched product.
A10	The Boston Matrix is used for product portfolio analysis.
A11	Both the Internet and billboards can be used for product promotion.
A12	Product promotion only persuades but never informs.
A13	E-commerce means electronic commerce.
B1	Market research involves a business collecting data only about its competitors.
B2	Efficient market research will guarantee a business gets a high volume of market sales.
B3	Primary market research is field research.
B4	Quantitative data collection is the non-systematic and unstructured gathering of hearsay information.
B5	Market share and market size are not the same.
B6	Face-to-face interview is a method of primary research.
B7	Promotion and place are not two elements of the marketing mix.
B8	Having a unique selling point could give the product a good sales advantage.
B9	Price penetration is charging an artificially high initial selling price for a newly launched product.
B10	There are four categories in the Boston Matrix.
B11	Sponsorship and social media are never used for sales promotion.
B12	Product promotion both persuades and informs.
B13	M-commerce means motorway commerce.

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



Statement	
C1	Market research can identify whether a viable business opportunity exists.
C2	A business uses market research to get information about potential competitors.
C3	Desk research was at one time field research.
C4	Quantitative data is numeric data.
C5	Secondary research is cheaper to undertake than primary research.
C6	Information gathered from the Internet is primary research.
C7	As price increases, demand usually falls.
C8	Branding is not a form of product differentiation.
C9	The maturity stage is the 'cash cow' phase of a product's life cycle.
C10	Changing a product's packaging is not a product extension strategy.
C11	Short-channel distribution is direct selling.
C12	The promotion mix is influenced by the amount of finance a business has available.
C13	The elements of the marketing mix should not be integrated.
D1	Market research can never identify whether a viable business opportunity exists.
D2	A business uses market research to get information about the level of demand before a new product launch.
D3	Field research is compiled from desk research.
D4	Quantitative data is non-numeric data.
D5	Desk research never becomes outdated.
D6	Information gathered from trade magazines is secondary research.
D7	Competitors never influence a business's pricing decisions.
D8	No sales are made during the decline stage of a product's life cycle.
D9	In the Boston Matrix a question mark show a decline in sales.
D10	The promotion mix and the marketing mix are the same.
D11	Indirect selling involves long-channel distribution.
D12	The promotion mix is never influenced by the actions of the business's competitors.
D13	The marketing mix is used to inform and implement business decisions.

**COPYRIGHT  
PROTECTED**



### 3.6: Finance (3.6.1–3.6.4)

Statement	
A1	Undistributed retained profits are an internal source of business finance.
A2	Trade credit is readily available to new small business start-ups.
A3	Cash flow and profit are the same.
A4	Cash can be used to pay business suppliers.
A5	Cash flow is money flowing into and out from a business.
A6	A unit variable cost can change in value.
A7	Total variable cost = unit variable cost × units produced.
A8	Building insurance is a variable cost.
A9	Buying new production machinery is a big capital investment for a business.
A10	Break-even output is the point where total costs equals total revenues.
A11	An income statement has the same purpose as a statement of financial position.
A12	Business assets are items a business owns outright.
A13	A business's current performance cannot be measured against its past performance.
B1	A short-term source of external finance is a bank overdraft.
B2	A bank loan has the exact same borrowing terms as a bank overdraft.
B3	Total cash inflows minus total cash outflows equals net cash flow.
B4	Debtors who do not pay on time can cause a business to have cash flow problems.
B5	Cash flow problems are helped by reducing cash inflows to the business.
B6	A unit variable cost never changes in value.
B7	Total variable cost = total cost × units produced.
B8	Raw material inputs are variable costs.
B9	Buying new machinery is considered to be revenue expenditure for a business.
B10	When the total cost line is above the total revenue line the area between shows loss.
B11	An income statement has a different purpose to a statement of financial position.
B12	Business liabilities are financial commitments a business owes to someone outside the business.
B13	A business's performance cannot be measured against its competitors.

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



Statement	
C1	Retained profits are an ideal source of finance for a new business start-up.
C2	A loan from the family is a cheap source of finance for a new business owner.
C3	Cash flow forecasts will show times when a business needs money.
C4	A positive short-term cash flow is essential for a new business start-up.
C5	New additional cash inflows help a business with cash flow problems.
C6	A fixed cost can change in value over time.
C7	Total cost = total variable cost + fixed cost.
C8	The average rate of return is the average profit made on sales.
C9	An excess of revenues over costs gives profit.
C10	The margin of safety is the break-even point.
C11	Closing inventories are in both an income statement and a statement of financial position.
C12	External stakeholders are incapable of judging the business's performance.
C13	Gross profit margin = (gross profit ÷ sales) × 100.
D1	Getting a mortgage loan is a short-term source of finance for an established business.
D2	Established businesses usually find it easier to source finance than new business start-ups.
D3	Cash flow forecasts do not show times when a business will be short of cash.
D4	Maximising profit is a short-term essential for a new business start-up.
D5	A cash flow forecast shows the business's profit for the year.
D6	A fixed cost never changes in value over time.
D7	Turnover is another name for profit.
D8	The average rate of return is always expressed as a percentage.
D9	An excess of costs over revenues gives profit.
D10	The margin of safety is the area of profit on a break-even chart.
D11	Opening inventories are in both an income statement and a statement of financial position.
D12	Trade payables and bank overdrafts are both current assets.
D13	Net profit margin = (net profit ÷ sales) × 100.

**COPYRIGHT  
PROTECTED**



## Bonus Activity: Assessment Objectives

Statement	
A1	Assessment objective 1 requires the candidate to demonstrate knowledge and understanding.
A2	Assessment objective 1 attracts the highest mark-range allocation.
A3	An assessment objective is always linked to the question's command word.
A4	The question's command word indicates how its answer should be structured.
A5	Multiple-choice questions fall into the assessment objective 1 category.
A6	Multiple-choice questions require the candidate to explain all options they select as answers.
A7	Assessment objective 1 requires the candidate to apply their knowledge and understanding.
A8	The command word 'explain' specifically examines assessment objective 1.
A9	The candidate will not be awarded any marks for answering the command word 'calculate' with only the correct answer.
A10	One way to examine the candidate's quantitative skills is by assessing how well they analyse numeric data.
A11	Giving a relevant example will enhance the candidate's answer.
A12	The source material must not be referenced when answering assessment objective 3 questions.
A13	The command word 'evaluate' is allocated a high-level range mark.
B1	Assessment objective 2 requires the candidate to apply knowledge and understanding.
B2	Assessment objective 1 attracts the lower mark-range allocation.
B3	An assessment objective is never linked to the question's command word.
B4	The candidate must always pay careful attention to the question's command word.
B5	Multiple-choice questions fall into the assessment objective 2 category.
B6	Multiple-choice questions do not require the candidate to explain all options they select as answers.
B7	Assessment objective 2 requires the candidate to apply their knowledge and understanding.
B8	The command word 'explain' specifically examines assessment objective 2.
B9	The candidate will not be awarded any marks if they answer the command word 'calculate' with only the incorrect answer.
B10	The candidate's ability to correctly interpret and analyse profit margins is a quantitative skill.
B11	Giving a relevant example never enhances the candidate's answer.
B12	The source material must be referenced when answering assessment objective 3 questions.
B13	The command word 'evaluate' is allocated a middle-level range mark.

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



Statement	
C1	Assessment objective 3 requires the candidate to analyse and evaluate.
C2	Assessment objective 2 attracts the highest mark-range allocation.
C3	There is a direct link between the question's command word and the mark allocated.
C4	The question's command word gives no indication as to how its answer should be structured.
C5	Multiple-choice questions fall into the assessment objective 3 category.
C6	Multiple-choice questions only require the candidate to recall knowledge from the examination's specification.
C7	Assessment objective 3 only requires a candidate to demonstrate their knowledge and understanding.
C8	The command word 'explain' requires the candidate to demonstrate both knowledge and understanding.
C9	It is advisable that the candidate shows all their workings and answer to the command word 'calculate'.
C10	The candidate's answer must be contextualised in order to get awarded marks for application.
C11	A candidate's quantitative skills are never assessed at GCSE level.
C12	A candidate's answer to the command word 'evaluate' must reference the source material.
C13	The command word 'state' is in the assessment objective 3 category.
D1	Assessment objective 3 never requires the candidate to make a final judgement or draw a conclusion.
D2	Assessment objective 3 attracts the highest mark-range allocation.
D3	There is no link between the question's command word and its allocated mark award.
D4	The candidate should never be influenced by the question's command word.
D5	Multiple-choice questions always require the candidate to select at least two options.
D6	Multiple-choice questions require the candidate to demonstrate both knowledge and understanding of the question content.
D7	Assessment objective 3 might require the candidate to make a justified recommendation.
D8	The command word 'explain' requires the candidate to demonstrate only factual knowledge.
D9	It is advisable that the candidate clearly highlights their final answer to the command word 'calculate'.
D10	The candidate's answer need not necessarily be contextualised in order to get awarded marks for application.
D11	A candidate's quantitative skills are sometimes assessed at GCSE level.
D12	A candidate's answer to the command word 'justify' does not need to reference the source material.
D13	The command word 'state' is in the assessment objective 1 category.

**COPYRIGHT  
PROTECTED**





### 3.1: Business in the real word (3.1.1–3.1.3)

Card	Statement	Card	Statement	Card	Statement
A1 1.1	Businesses are set up only to produce goods.	B1 1.1	Enterprise is a factor of production.	C1 1.1	Banking is in the economy.
A2 1.1	Opportunity cost is the cost of the forgone alternative.	B2 1.1	Entrepreneurs are not rational.	C2 1.1	Consumer goods are for the general public.
A3 1.1	To make money is a characteristic of an entrepreneur.	B3 1.1	To make money is an objective of an entrepreneur.	C3 1.1	Entrepreneurs are not their own boss.
A4 1.1	A business must face the challenge of changing technology.	B4 1.1	A business must be able to react quickly to changes in consumer taste.	C4 1.1	A business must be able to react to economic climate.
A5 1.1	A sole trader is the owner of the business.	B5 1.1	A sole trader is protected by limited liability.	C5 1.1	There are no shareholders in a sole trader.
A6 1.1	Partnerships must have more than two partners.	B6 1.1	Partnerships must have at least two partners.	C6 1.1	Partners in a partnership share profits equally.
A7 1.1	A private limited company can put ltd after its name.	B7 1.1	A private limited company can put plc after its name.	C7 1.1	A private limited company has no shareholders.
A8 1.1	All public limited companies are not-for-profit organisations.	B8 1.1	Shareholders in a public limited company are protected by limited liability.	C8 1.1	Shareholders in a public limited company can sue the company.
A9 1.1	Not-for-profit organisations are not legal business structures.	B9 1.1	A not-for-profit organisation is a social enterprise.	C9 1.1	A not-for-profit organisation can be any size.
A10 1.1	Business aims are long-term aspirational business goals.	B10 1.1	Business aims are short-term aspirational business goals.	C10 1.1	Business objectives are short-term aspirational business goals.
A11 1.1	Survival is a likely objective for a new business.	B11 1.1	Market domination might be an aim of established businesses.	C11 1.1	Setting business objectives can motivate employees.
A12 1.1	Different types of businesses have different objectives.	B12 1.1	All businesses have the same aims and objectives.	C12 1.1	Every business should be SMART.
A13 1.1	Profit is the only way to measure business success.	B13 1.1	Profit is not the only way to judge business success.	C13 1.1	A business should have the same objectives.

INSPECTION COPY

**COPYRIGHT  
PROTECTED**





## **Preview of Answers Ends Here**

---

This is a limited inspection copy. Sample of answers ends here to stop students looking up answers to their assessments. See contents page for details of the rest of the resource.