

True-False Duel Game

for GCSE (9–1) OCR Business

S Hastings

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Teacher's Introduction

This resource has been specifically developed to enhance teaching and learning of the content covering Business 1 and Business 2 of the GCSE (9–1) OCR 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>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Business activity only involves adding value to a service.</p> <p> A1: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>The owner of the social media platform YouTube is Sir James Dyson.</p> <p>A2: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Most businesses face risk and uncertainty in a dynamic business environment.</p> <p>A4: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A business plan is a physical document.</p> <p>A5: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Business planning might involve the owners, the managers and other interested stakeholders.</p> <p> A7: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A business plan must only be prepared for a product-oriented business.</p> <p>A8: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p>

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>The owners of a private limited company are not at all responsible for any of its debts.</p> <p> A10: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A shareholder is a stakeholder in a private limited company.</p> <p>A11: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A sole trader's business can never become a public company.</p> <p>A13: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Business activity only involves adding value to a product.</p> <p>B1: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>T of R</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Most entrepreneurs are not risk-takers.</p> <p> B3: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Taking a business risk could be regarded as the driving force for some entrepreneurs.</p> <p>B4: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A a</p>

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A business plan is a legal requirement for a new business start-up.</p> <p> B6: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Business planning will help SMART objectives to be achieved.</p> <p>B7: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A business's legal structure determines the degree of liability it has to creditors.</p> <p>B9: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>The owners of a public limited company are not at all responsible for any of its debts.</p> <p>B10: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A no in</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A private limited company does not have continuity of existence as a legal entity.</p> <p> B12: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>It is very unlikely that a public company would change its status to a private company.</p> <p>B13: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>B i va</p>

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Elon Musk rebranded the social media platform Twitter as X.</p> <p> C2: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Most entrepreneurs are weak-willed.</p> <p>C3: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>How can a business be successful?</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A business plan is a set of written aspects the business will address.</p> <p>C5: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>No business plan can account for unforeseen future events.</p> <p>C6: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Business plan</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A service-oriented business might draw up a business plan.</p> <p> C8: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A business's legal structure is determined by its stakeholders.</p> <p>C9: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Business structure</p>

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>The only stakeholders in a public limited company are its shareholders.</p> <p> C11: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A public limited company has continuity of existence as a legal entity.</p> <p>C12: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>pr</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Business activity is undertaken by entrepreneurs.</p> <p>D1: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>The entrepreneur Jeff Bezos founded the global retailing giant Amazon.</p> <p>D2: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>er</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Statistical calculation of quantitative data can help to reduce business risk.</p> <p> D4: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Sometimes circumstances dictate that there is no time to draw up a business plan.</p> <p>D5: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A</p>

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A business plan has no place in the business's budgeting process.</p> <p> D7: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A business plan must only be prepared for a service-oriented business.</p> <p>D8: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>The owner of a sole trader enterprise is not responsible for any of its debts.</p> <p>D10: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A shareholder is one of many stakeholders in a public limited company.</p> <p>D11: 1.1</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>A</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.1–1.3)</p> <p>Very large public limited companies never fail.</p> <p> D13: 1.1</p>		

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Profit maximisation is the prime objective of a new business start-up.</p> <p> A1: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Business objectives are the stepping stones towards an intended goal.</p> <p>A2: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>A non-financial aim relates to the aspirations of the business owner.</p> <p>A4: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Businesses have different aims because their owners have different aspirations.</p> <p>A5: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>External stakeholders have a direct interest in the business.</p> <p> A7: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Conflict can arise between different stakeholder groupings.</p> <p>A8: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p>

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Organic business growth results from internal business activities.</p> <p> A10: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Increasing market share is an example of external business growth.</p> <p>A11: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>A</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Selling a new product in a new market is an example of product diversification.</p> <p>A13: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Survival is the most likely prime objective of a new business start-up.</p> <p>B1: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>of in</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>A financial aim might be to sell over 1,000,000 units of product in 10 years.</p> <p> B3: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>A non-financial business aim might be to control 90% of the market in 10 years.</p> <p>B4: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>E d o</p>

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Business shareholders are not stakeholders in the business.</p> <p> B6: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>External stakeholders have an indirect interest in the business.</p> <p>B7: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>True or False?</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>The activities of a business can positively impact its stakeholders.</p> <p>B9: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Organic business growth results from external business actions.</p> <p>B10: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Indirect stakeholders are those who are not directly involved in the business.</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Business mergers are usually agreed between the businesses involved.</p> <p> B12: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>The practice of product diversification helps spread risks for a business.</p> <p>B13: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Direct stakeholders are those who are directly involved in the business.</p>

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Business aims are the stepping stones towards an intended objective.</p> <p> C2: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>A financial aim might be to sell 275 units of product each day.</p> <p>C3: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Businesses have different objectives because they are of different size.</p> <p>C5: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Internal stakeholders have a direct interest in the business.</p> <p>C6: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Owner stakeholders have primary objectives of maximising sales and reducing costs.</p> <p> C8: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>The actions of stakeholders can sometimes have a positive impact on a business.</p> <p>C9: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p>

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>New product development is an example of internal business growth.</p> <p> C11: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Business takeovers can sometimes be hostile.</p> <p>C12: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Section 1: Business activity (1.4–1.6)</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>A new business start-up will not have a prime objective.</p> <p>D1: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Business aims and business objectives do not operate within the same time scale.</p> <p>D2: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Section 1: Business activity (1.4–1.6)</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>A financial objective might be to sell 275 units of product each day.</p> <p> D4: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Businesses have different objectives because they have different target markets.</p> <p>D5: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Section 1: Business activity (1.4–1.6)</p>

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<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>The local community in which a business operates is an external stakeholder.</p> <p> D7: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Employee stakeholders have prime objectives of securing their employment and maximising pay.</p> <p>D8: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Stakeholders</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Inorganic business growth results from internal business activities.</p> <p>D10: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>New product development is an example of external business growth.</p> <p>D11: 1.2</p>	<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Activities</p>
<p>GCSE OCR Business: Business 1 Section 1: Business activity (1.4–1.6)</p> <p>Business diversification can only take place by a hostile business takeover.</p> <p> D13: 1.2</p>		

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<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>The basic purpose of marketing is to sell a product or service.</p> <p> A1: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Marketing will attempt to identify the optimum selling price.</p> <p>A2: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Marketing will attempt to identify the optimum selling price.</p>
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Primary market research is original field research.</p> <p>A4: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Secondary market research is cheaper to undertake than primary market research.</p> <p>A5: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Secondary market research is cheaper to undertake than primary market research.</p>
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Quantitative data collection is the systematic and structured gathering of statistical facts and figures.</p> <p> A7: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Market segmentation identifies customers in a mass market.</p> <p>A8: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Market segmentation identifies customers in a mass market.</p>

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<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Product is an element of the 4Ps.</p> <p> A10: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Price penetration involves launching a product at a relatively low initial price.</p> <p>A11: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Price penetration involves launching a product at a relatively low initial price.</p>
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>The marketing mix can be used to inform business decision-making.</p> <p>A13: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Marketing is undertaken to identify consumer needs.</p> <p>B1: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Marketing is undertaken to identify consumer needs.</p>
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>The prime purpose of market research is to identify and understand customer needs.</p> <p> B3: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Primary market research is original desk research.</p> <p>B4: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Primary market research is original desk research.</p>

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<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Secondary research data may have been collected with a specific context and for a specific purpose.</p> <p> B6: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Quantitative data collection is the non-systematic and unstructured gathering of hearsay.</p> <p>B7: 1.3</p>	
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Most markets can be segmented by income.</p> <p>B9: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Price is an element of the 4Ps.</p> <p>B10: 1.3</p>	
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Computer pricing is illegal in the UK.</p> <p> B12: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>The marketing mix is never used to inform business decision-making.</p> <p>B13: 1.3</p>	

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<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Marketing will emphasise the ease of purchase for the product or service.</p> <p> C2: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Market research is never undertaken by the business itself.</p> <p>C3: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p>
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Data for secondary market research can usually be quickly accessed.</p> <p>C5: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Secondary research data can never go out of date.</p> <p>C6: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p>
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>A market segment must initially be capable of sustaining its product's sales.</p> <p> C8: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>It is not possible to segment a market by lifestyle.</p> <p>C9: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p>

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<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Price penetration is best applied to a product that is price-sensitive.</p> <p> C11: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Competitor pricing is legal in the UK.</p> <p>C12: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p>
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Information provision is not a function of marketing.</p> <p>D1: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Marketing will not be concerned with competitor analysis.</p> <p>D2: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p>
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Primary market research gathers data directly from a target audience.</p> <p> D4: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Market trends cannot be examined using secondary market research data.</p> <p>D5: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p>

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<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Quantitative data is non-numeric data.</p> <p> D7: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>The process of market segmentation is illegal in the UK.</p> <p>D8: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>M</p>
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Production is an element of the 4Ps.</p> <p>D10: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>Price penetration involves launching a product at a relatively high initial price.</p> <p>D11: 1.3</p>	<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>in</p>
<p>GCSE OCR Business: Business 1 Section 2: Marketing (2.1–2.4)</p> <p>The marketing mix can be used to implement business decision-making.</p> <p> D13: 1.3</p>		

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<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>People are the most important asset a business has.</p> <p> A1: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>People are only employed for ethical purposes.</p> <p>A2: 1.4</p>	<p>GC</p> <p>b</p> <p>e</p> <p>c</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A flat structure is usually associated with small or micro-sized business.</p> <p>A4: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Businesses have different structures because the UK business environment is diverse and dynamic.</p> <p>A5: 1.4</p>	<p>GC</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A business communicates externally with its suppliers.</p> <p> A7: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Formal communications are not 'management-approved' and are not usually in written form.</p> <p>A8: 1.4</p>	<p>GC</p> <p>In</p> <p>c</p>

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<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Poor communications in a business can reduce employee morale.</p> <p> A10: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A business recruits people only to boost its ethical credentials.</p> <p>A11: 1.4</p>	<p>GC</p> <p>V</p> <p>V</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>External recruitment is when a business vacancy is filled by someone not currently employed within the business.</p> <p>A13: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>People must be employed to tactically and strategically plan a business's future.</p> <p>B1: 1.4</p>	<p>GC</p> <p>A</p> <p>W</p> <p>r</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A tall charted business structure very clearly shows who an employee's immediate line manager is.</p> <p> B3: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Multinational businesses usually have a flat structure.</p> <p>B4: 1.4</p>	<p>GC</p> <p>E</p> <p>le</p>

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<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Authority cannot be delegated.</p> <p> B6: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A business communicates externally with customers.</p> <p>B7: 1.4</p>	GC
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Good internal communication systems can encourage and enable employee feedback.</p> <p>B9: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Poor communications in a business will increase employee morale.</p> <p>B10: 1.4</p>	GC
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>An internal vacancy can be advertised on business-specific electronic bulletin boards.</p> <p> B12: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>External recruitment can bring employees with new and different ideas into the business.</p> <p>B13: 1.4</p>	GC

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<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A business is legally bound to recruit new staff from its local geographical region.</p> <p> C2: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>The multilevel management layers of a tall business structure can be overly bureaucratic.</p> <p>C3: 1.4</p>	<p>GC</p> <p>st</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A business will choose a structure that will help it survive and prosper in a particular environment.</p> <p>C5: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Responsibility can be delegated.</p> <p>C6: 1.4</p>	<p>GC</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Informal communications are unofficial communications.</p> <p> C8: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A business communication system should not be secure.</p> <p>C9: 1.4</p>	<p>GC</p> <p>C</p> <p>U</p>

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<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A business needs to recruit to fill a vacancy created by a promotion.</p> <p> C11: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Internal recruitment brings new people with fresh ideas into the business.</p> <p>C12: 1.4</p>	GC
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>People are the least important asset a business has.</p> <p>D1: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>People are the human face of any business.</p> <p>D2: 1.4</p>	GC
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A flat structure is not usually associated with small or micro-sized business.</p> <p> D4: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A business can never change its structure.</p> <p>D5: 1.4</p>	GC

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<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A business communicates internally with employees.</p> <p> D7: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Examples of informal non-official communications are staff chat, gossip and ‘the grapevine’.</p> <p>D8: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>ne</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Poor communications in a business will never impact employees.</p> <p>D10: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>A business might recruit simply to bring in new and different external experiences.</p> <p>D11: 1.4</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>re tin</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.1–3.4)</p> <p>Someone filling a promotion vacancy will be a barrier from hostility from existing unsuccessful employees.</p> <p> D13: 1.4</p>		

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<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Pay can act as a financial motivator.</p> <p> A1: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Praise can never act as a non-financial motivator for an employee.</p> <p>A2: 1.5</p>	GC
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Employee empowerment is a motivational technique employed by management.</p> <p>A4: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Having a low rate of staff turnover usually benefits a business.</p> <p>A5: 1.5</p>	GC A r at
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Employee training should result in increased productivity.</p> <p> A7: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Induction training is specifically aimed at all new employees.</p> <p>A8: 1.5</p>	GC D en

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<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Vocational and academic qualifications are the same.</p> <p> A10: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Staff development is the process of improving the knowledge and skills of employees by training.</p> <p>A11: 1.5</p>	<p>GC</p> <p>C</p> <p>p</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Businesses must work within the constraints of UK employment laws.</p> <p>A13: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Fringe benefits are non-financial motivators.</p> <p>B1: 1.5</p>	<p>GC</p> <p>e</p> <p>b</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Effective motivational schemes might improve employee productivity.</p> <p> B3: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Job enrichment is a motivational technique employed by management.</p> <p>B4: 1.5</p>	<p>GC</p> <p>H</p> <p>O</p>

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<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>A business with a low staff retention rate is most likely to attract employees.</p> <p> B6: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Employee training should improve motivation and help retain workers.</p> <p>B7: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Ins...</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>During on-the-job training employees might pick up bad work practices from their trainers.</p> <p>B9: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Vocational and academic qualifications are different.</p> <p>B10: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>St...</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>The prime purpose of employment legislation is to protect only the rights of employers.</p> <p> B12: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>An employee need not be given a contract of employment.</p> <p>B13: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>GC...</p>

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<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Employee award schemes can act as non-financial motivators.</p> <p> C2: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Effective motivation schemes have no impact on staff retention.</p> <p>C3: 1.5</p>	GC
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Having a high rate of staff turnover always benefits a business.</p> <p>C5: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Retaining staff is likely to have financial benefits for a business.</p> <p>C6: 1.5</p>	GC Tr
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Off-the-job training is also referred to as formal training.</p> <p> C8: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Employees undertaking off-the-job training might bring to the business new ideas and alternative working practices.</p> <p>C9: 1.5</p>	GC A

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<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>An employer should benefit from staff development by having higher output and less waste.</p> <p> C11: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>The Health and Safety at Work Act protects anyone legally on a business's premises.</p> <p>C12: 1.5</p>	GC
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>A good working environment can act as a financial motivator.</p> <p>D1: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Employee profit-sharing schemes are non-financial motivators.</p> <p>D2: 1.5</p>	GC
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Job enrichment and job rotation are not used as motivational techniques.</p> <p> D4: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Having a high rate of staff turnover improves a business's image.</p> <p>D5: 1.5</p>	GC

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<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Training should improve an employee's feeling of self-worth.</p> <p> D7: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>On-the-job training is in-house training.</p> <p>D8: 1.5</p>	<p>GC</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>An apprenticeship involves only vocational training and no academic qualifications.</p> <p>D10: 1.5</p>	<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Staff development training schemes never give an employee transferable skills.</p> <p>D11: 1.5</p>	<p>GC</p>
<p>GCSE OCR Business: Business 1 Section 3: People (3.5–3.7)</p> <p>Employment can negatively impact a business's profits.</p> <p> D13: 1.5</p>		

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>The production process uses all the factors of production.</p> <p> A1: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>There are different production processes.</p> <p>A2: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>ba ba</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>The excessive use of computer technology in production could result in the deskilling of the workforce.</p> <p>A4: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>The quality of a product or service is defined by how well it meets customer expectations.</p> <p>A5: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>pr C</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Quality control is the same as quality assurance.</p> <p> A7: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Selling a high-quality product or service should encourage repeat purchases.</p> <p>A8: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A C</p>

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>E-commerce refers to electronic commerce.</p> <p> A10: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Providing good customer service should help a business get new customers.</p> <p>A11: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A business should always be ignored.</p> <p>A13: 2.1</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A customer's complaint should always be ignored.</p> <p>A13: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>The production process never uses all the factors of production.</p> <p>B1: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Most family cars are manufactured on an assembly line production system.</p> <p>B4: 2.1</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Job production is the making of a unique one-off product.</p> <p>B3: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Most family cars are manufactured on an assembly line production system.</p> <p>B4: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Job production is the making of a unique one-off product.</p> <p>B3: 2.1</p>

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>The concept of quality must be built into the philosophy of the business.</p>  <p>B6: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Quality control is not the same as quality assurance.</p> <p>B7: 2.1</p>	<p>GC Se</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A good-quality product will enhance the reputation of a business.</p> <p>B9: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>E-commerce refers to easy commerce.</p> <p>B10: 2.1</p>	<p>GC Se</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A business is not required to provide its customers with an after-sales service.</p>  <p>B12: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A customer's complaint must always be listened to.</p> <p>B13: 2.1</p>	<p>GC Se</p>

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>There is only one production process.</p> <p> C2: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Robots can be used to help in the production process.</p> <p>C3: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Answer the question by writing 'True' or 'False'.</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Manufacturing a high-quality product is never possible.</p> <p>C5: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A seller is legally obliged to provide a very high-quality product or service.</p> <p>C6: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Example question: Is it true or false that a seller is legally obliged to provide a very high-quality product or service?</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>All manufacturers are legally bound to carry out quality control.</p> <p>C8: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Selling a good-quality product should reduce a business's sales returns.</p> <p>C9: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Page 69 of 156</p>

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Face-to-face selling involves the seller being in direct physical contact with the customer</p> <p> C11: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A business must provide its customers with an after sales-service.</p> <p>C12: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A business must provide its customers with an after sales-service.</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>The production process is intended to result in the output of a finished saleable product.</p> <p>D1: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>The production process never uses automation.</p> <p>D2: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>The production process never uses automation.</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A disadvantage of flow production is the high cost of the investment needed for plant and machinery.</p> <p> D4: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Manufacturing a high-quality product is only possible by the use of robotics.</p> <p>D5: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Manufacturing a high-quality product is only possible by the use of robotics.</p>

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Sample batch checking is not an example of quality control.</p> <p> D7: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Service providers are legally obliged to provide a quality assurance for their service.</p> <p>D8: 2.1</p>	<p>GC Se</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Telesales is the process of selling goods or services over the telephone.</p> <p>D10: 2.1</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>Face-to-face selling ideally requires the seller to be trained in good customer relations.</p> <p>D11: 2.1</p>	<p>GC Se</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.1–4.3)</p> <p>A business should or record positive customer feedback.</p> <p> D13: 2.1</p>	<p>INSPECTION COPY</p>	

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Consumer law protects the buyer.</p> <p> A1: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>An example of a consumer law is the Trade Descriptions Act.</p> <p>A2: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>The type of business operation has a prime influence on its choice of location.</p> <p>A4: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Being close to its market is never a reason for choosing a business location.</p> <p>A5: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Costs are never a deciding factor when choosing a business set-up location.</p> <p> A7: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Good road infrastructure would be an important consideration when locating a road haulage business.</p> <p>A8: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>It is extremely important for a business to choose the 'right' supplier.</p> <p> A10: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Logistics is only about the transportation of supplies to the customer.</p> <p>A11: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>There must be trust between all involved in a business supply chain.</p> <p>A13: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Consumer law protects the seller.</p> <p>B1: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>A business must ensure that it complies with all relevant consumer laws.</p> <p> B3: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>The type of business operation will not have an influence on its choice of location.</p> <p>B4: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>A business never needs to move from its current location.</p> <p> B6: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Costs can be a deciding factor when choosing a business location.</p> <p>B7: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Procurement can involve a business buying finished goods and selling them.</p> <p>B9: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Price charged by the supplier should be the only factor that a business should consider when choosing one.</p> <p>B10: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>The length of a business's supply chain does not matter.</p> <p> B12: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>The supply chain plays no part in the procurement process.</p> <p>B13: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>An example of a consumer law is the Weights and Measures Act.</p> <p> C2: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Abiding by consumer laws might gain new customers for the business.</p> <p>C3: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>The standard of the local road infrastructure will never influence the geographic location of a business.</p> <p>C5: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>The growth of e-commerce has had an influence on where some businesses choose to locate.</p> <p>C6: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>An ice cream van is most likely to operate in a housing estate where there are many young children.</p> <p> C8: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Procurement does not involve a business buying finished goods and selling them.</p> <p>C9: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>There is total interdependence between all elements of a business's supply chain.</p> <p> C11: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Logistical and supply chain decisions can impact a business's costs.</p> <p>C12: 2.2</p>	GC Se
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Consumer law does not protect any of a business's stakeholders.</p> <p>D1: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>An example of a consumer law is the Consumer Rights Act.</p> <p>D2: 2.2</p>	GC Se co n re
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>The wrong choice of location will never impact a business's costs and profits.</p> <p> D4: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>The availability of a suitable workforce could be a factor that might influence the location of a business.</p> <p>D5: 2.2</p>	GC Se e bu

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<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Internet connectivity will never be a deciding factor for the location of any business</p> <p> D7: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>A café is most likely to locate in a town centre where there is more potential footfall.</p> <p>D8: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>businesses should</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>The quality of the supplier's product or service should be a factor that the business should take into account when choosing one.</p> <p>D10: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>There should be no interdependence between the links of a business's supply chain.</p> <p>D11: 2.2</p>	<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p>
<p>GCSE OCR Business: Business 2 Section 4: Operations (4.4–4.6)</p> <p>Only very large businesses have a supply chain.</p> <p> D13: 2.2</p>		

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<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>The finance function of a business is to provide it with financial data.</p>  <p>A1: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A business needs finance to initially set it up.</p> <p>A2: 2.3</p>	<p>GC</p>
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>An established successful business is more likely to get a bank loan than a new business start-up.</p> <p>A4: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Another name for sales is turnover.</p> <p>A5: 2.3</p>	<p>GC</p>
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A 30% gross profit means a gross profit of £30 is made on £1,000 of sales.</p>  <p>A7: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>The average rate of return calculates the average profit made on an investment.</p> <p>A8: 2.3</p>	<p>GC</p>

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<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Break-even analysis is a useful decision-making tool.</p> <p> A10: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Cash is the lifeblood that flows through all businesses.</p> <p>A11: 2.3</p>	GC
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A cash flow forecast predicts the money flowing into and out from a business for a specific period of time.</p> <p>A13: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>The finance function of a business is to guarantee it financial success.</p> <p>B1: 2.3</p>	GC
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A bank overdraft is more flexible to repay than a bank loan.</p> <p> B3: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Selling shares is not a finance-raising option for a sole trader.</p> <p>B4: 2.3</p>	GC

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<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>The total cost of raw material inputs is a variable cost.</p> <p> B6: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A 30% gross profit ratio means a gross profit of £30 is made on £100 of sales.</p> <p>B7: 2.3</p>	<p>GC</p> <p>T</p>
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Break-even occurs when total costs are the same as fixed costs.</p> <p>B9: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A manufacturer of more than one product needs to carry out a break-even analysis for each product.</p> <p>B10: 2.3</p>	<p>GC</p> <p>C</p>
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Profit is what remains after a business pays all its expenses.</p> <p> B12: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A cash flow forecast shows the profit a business makes at a specific time.</p> <p>B13: 2.3</p>	<p>GC</p> <p>bu</p>

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<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A business needs finance to grow.</p> <p> C2: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Crowdfunding involves raising small amounts of money from a big number of individuals.</p> <p>C3: 2.3</p>	GC
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>The value of fixed costs never changes.</p> <p>C5: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Profit is total cost less total revenue.</p> <p>C6: 2.3</p>	GC
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>The average rate of return is never expressed as a percentage.</p> <p> C8: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Break-even occurs when total costs are the same as total variable costs.</p> <p>C9: 2.3</p>	GC

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<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Cash is not the same as profit.</p> <p> C11: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Profit is the money flowing into and out from a business.</p> <p>C12: 2.3</p>	GC
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>The finance function of a business is responsible for employee motivation.</p> <p>D1: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A business needs finance to pay its staff.</p> <p>D2: 2.3</p>	GC
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A very newly established business can use its retained profits as a source of finance.</p> <p>D4: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>The value of fixed costs can change over time.</p> <p>D5: 2.3</p>	GC

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<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A 5% net profit ratio means a net profit of £5 is made on £100 of sales.</p> <p> D7: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>The average rate of return is always expressed as a percentage.</p> <p>D8: 2.3</p>	<p>GC</p>
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A manufacturer of more than one product only needs to carry out one overall break-even analysis.</p> <p>D10: 2.3</p>	<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>Cash can be used to pay short-term debts.</p> <p>D11: 2.3</p>	<p>GC</p>
<p>GCSE OCR Business: Business 2 Section 5: Finance (5.1–5.5)</p> <p>A cash flow forecast helps a business plan for the future.</p> <p>D13: 2.3</p>		

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<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Ethical and environmental considerations are the same.</p> <p> A1: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Good business ethics means that a business acts in a fair and honest way.</p> <p>A2: 2.4</p>	<p>GC Se</p>
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Ethical trading gives the business a positive image.</p> <p>A4: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>A business's environmental policy must allow for trade-offs between sustainability and profit.</p> <p>A5: 2.4</p>	<p>GC Se</p>
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>The level of a consumer's income never changes.</p> <p> A7: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>The level of unemployment depends on the economic climate.</p> <p>A8: 2.4</p>	<p>GC Se</p>

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<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>As the level of employment rises, more people will have money to spend.</p> <p> A10: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Globalisation means that the world has become more and more commercially interconnected.</p> <p>A11: 2.4</p>	<p>GC Se G</p>
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Globalisation means that UK businesses have the whole world as their market.</p> <p>A13: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>An ethical consideration might be concern for the health and safety of a business's employees.</p> <p>B1: 2.4</p>	<p>GC Se el a e</p>
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Acting in an environmentally friendly way can never add to a business's costs.</p> <p> B3: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Being ethical could increase a business's sales.</p> <p>B4: 2.4</p>	<p>GC Se d</p>

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<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>The economic climate has an impact on the business environment.</p> <p> B6: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>The level of a consumer's income can change.</p> <p>B7: 2.4</p>	<p>GC Se</p>
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>The economic climate has both positive and negative impacts on businesses.</p> <p>B9: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Not everyone in the UK economy can always be employed.</p> <p>B10: 2.4</p>	<p>GC Se</p>
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Globalisation has resulted in an increase in international trade.</p> <p> B12: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Globalisation means that UK businesses will not face the threat of competing with cheap exports from abroad.</p> <p>B13: 2.4</p>	<p>GC Se</p>

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<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>A business can be ethical but not always environmentally friendly.</p> <p> C2: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Acting in an environmental way can add to a business's costs.</p> <p>C3: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p>
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>How a business's actions impact road traffic congestion is an environmental issue.</p> <p>C5: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>The UK economic climate always stays the same.</p> <p>C6: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p>
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>There is a relationship between the level of unemployment and the general level of income.</p> <p> C8: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>The economic climate does not have periods of booms and slumps.</p> <p>C9: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p>

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<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>The rate of commercial globalisation has been hindered by developments in digital technology.</p> <p> C11: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Globalisation has resulted in an increase in the number of multinational companies.</p> <p>C12: 2.4</p>	GC Se m C V e
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Geographic areas of raw material sourcing could be an ethical issue for a business.</p> <p>D1: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>A business can be environmentally aware but not necessarily ethical.</p> <p>D2: 2.4</p>	GC Se B b
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Climate change is an environmental issue.</p> <p> D4: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Climate change is an ever-increasing environmental issue.</p> <p>D5: 2.4</p>	GC Se T cli

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<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>The general level of consumer income does not depend on the level of economic activity.</p> <p> D7: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>There is no relationship between the level of unemployment and the general level of income.</p> <p>D8: 2.4</p>	<p>GC Se</p>
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>As unemployment rises, more people will have less money to spend.</p> <p>D10: 2.4</p>	<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>The rate of commercial globalisation has been accelerated by developments in digital technology.</p> <p>D11: 2.4</p>	<p>GC Se</p>
<p>GCSE OCR Business: Business 2 Section 6: Influences on business (6.1–6.3)</p> <p>Globalisation means that UK businesses no longer solely depend on local and regional markets.</p> <p> D13: 2.4</p>		

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<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The finance department is a functional area in a business.</p> <p> A1: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>All functional areas in a business must be interdependent and reliant on each other.</p> <p>A2: 2.5</p>	GC S
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The marketing department does not promote sales.</p> <p>A4: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The production department is not responsible for selling a product.</p> <p>A5: 2.5</p>	GC S
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>When a business's risks are successfully overcome, the reward is usually profit.</p> <p> A7: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Business success can be measured by the interpretation and analysis of financial information.</p> <p>A8: 2.5</p>	GC S

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<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The production department relies on the finance department for funding a production run.</p> <p> A10: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The marketing department gets money for advertising and sales promotion from the finance department.</p> <p>A11: 2.5</p>	<p>GC S c r nu</p>
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Success of a project will be judged by its profit-making contribution to the business entity as a whole.</p> <p>A13: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The marketing and sales departments are functional areas in a business.</p> <p>B1: 2.5</p>	<p>GC S ar i</p>
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The finance department is not involved in the business decision-making process.</p> <p> B3: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The sales department is solely responsible for the efficiency of the business.</p> <p>B4: 2.5</p>	<p>GC S m</p>

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<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Functional interdependence does not underpin business decision-making.</p> <p> B6: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Measuring profit is the main function of the sales department.</p> <p>B7: 2.5</p>	
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The finance department does not manage and distribute money to fund new business ventures.</p> <p>B9: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The production department relies on the finance department for its staffing requirements.</p> <p>B10: 2.5</p>	
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The human resources department must recruit, select and retain the right quality of people to successfully complete a job.</p> <p> B12: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>All departments in a business judge the performance of each other.</p> <p>B13: 2.5</p>	

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<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The decisions made by one functional area of a business cannot impact other areas of the business.</p> <p> C2: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The finance department does not produce cash flow forecasts for the business.</p> <p>C3: 2.5</p>	GC S
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The production department is responsible for the quality of a product.</p> <p>C5: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Functional interdependence weakens a business entity.</p> <p>C6: 2.5</p>	GC S
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Bad business decision-making contributes to business failure.</p> <p> C8: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Only the sales department must account for the money spent on a new business venture.</p> <p>C9: 2.5</p>	GC S

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<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The marketing department must feed relevant information into the human resources department.</p> <p> C11: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The human resources department is not responsible for employing market researchers for the marketing department.</p> <p>C12: 2.5</p>	GC S
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The human resources department is a functional area in a business.</p> <p>D1: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The decisions made by one functional area of a business can impact other areas of the business.</p> <p>D2: 2.5</p>	GC S
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The sales department should make the product easily available for the public to buy.</p> <p> D4: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Only the production department of a business can operate independently.</p> <p>D5: 2.5</p>	GC S

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<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The functional area of a business that takes a risk is never rewarded.</p>  <p>D7: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Business success can be measured by things other than profit.</p> <p>D8: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Business success can be measured by things other than profit.</p>
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The production department depends on the marketing department to provide it with accurate sales numbers.</p> <p>D10: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The marketing department gets money for advertising and sales promotion from the production department.</p> <p>D11: 2.5</p>	<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>The marketing department gets money for advertising and sales promotion from the production department.</p>
<p>GCSE OCR Business: Business 2 Section 7: The interdependent nature of business</p> <p>Business departments are also referred to as functional areas.</p>  <p>D13: 2.5</p>		

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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:									

Section 1: Business activity – Topics 1.1–1.3

Statement	
A1	Business activity only involves adding value to a service.
A2	The owner of the social media platform YouTube is Sir James Dyson.
A3	Most entrepreneurs are risk-takers.
A4	Most businesses face risk and uncertainty in a dynamic business environment.
A5	A business plan is a physical document.
A6	A business plan is not a legal requirement for an established business.
A7	Business planning might involve the owners, the managers and other interested stakeholders.
A8	A business plan must only be prepared for a product-oriented business.
A9	A business's legal structure determines who owns and controls it.
A10	The owners of a private limited company are not at all responsible for any of its debts.
A11	A shareholder is a stakeholder in a private limited company.
A12	A private limited company has continuity of existence as a legal entity.
A13	A sole trader's business can never become a public company.
B1	Business activity only involves adding value to a product.
B2	The Virgin Group of businesses was started by Sir Richard Branson.
B3	Most entrepreneurs are not risk-takers.
B4	Taking a business risk could be regarded as the driving force for some entrepreneurs.
B5	A business plan is a notional set of unachievable aspirations.
B6	A business plan is a legal requirement for a new business start-up.
B7	Business planning will help SMART objectives to be achieved.
B8	A product-oriented business might draw up a business plan.
B9	A business's legal structure determines the degree of liability it has to creditors.
B10	The directors of a public limited company are not at all responsible for any of its debts.
B11	A shareholder is not a stakeholder in a private limited company.
B12	A private limited company does not have continuity of existence as a legal entity.
B13	It is very unlikely that a public company would change its status to a private company.

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Statement	
C1	Business activity involves adding value to a product or service.
C2	Elon Musk rebranded the social media platform Twitter as X.
C3	Most entrepreneurs are weak-willed.
C4	If a business risk was thought to be at an excessively high level it would be unwise to undertake it.
C5	A business plan is a set of written aspects the business will address.
C6	No business plan can account for unforeseen future events.
C7	Business planning will hinder the achievement of SMART objectives.
C8	A service-oriented business might draw up a business plan.
C9	A business's legal structure is determined by its stakeholders.
C10	The owner of a sole trader enterprise is responsible for its debts.
C11	The only stakeholders in a public limited company are its shareholders.
C12	A public limited company has continuity of existence as a legal entity.
C13	Successful established private companies sometimes become public companies.
D1	Business activity is undertaken by entrepreneurs.
D2	The entrepreneur Jeff Bezos founded the global retailing giant Amazon.
D3	Most entrepreneurs are self-confident.
D4	Statistical calculations on quantitative data can help to reduce business risk.
D5	Sometimes circumstances dictate that there is no time to draw up a business plan.
D6	A good business plan could be a motivational factor for a business.
D7	A business plan has no place in the business's budgeting process.
D8	A business plan must only be prepared for service-oriented business.
D9	A business's legal structure determines its profitability.
D10	The owner of a sole trader enterprise is not responsible for any of its debts.
D11	A shareholder is one of many stakeholders in a public limited company.
D12	A sole trader has continuity of existence as a legal entity.
D13	Very large public limited companies never fail.

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Section 1: Business activity – Topics 1.4–1.6

Statement	
A1	Profit maximisation is the prime objective of a new business start-up.
A2	Business objectives are the stepping stones towards an intended goal.
A3	A financial aim relates to all money matters within the business entity itself.
A4	A non-financial aim relates to the aspirations of the business owner.
A5	Businesses have different aims because their owners have different aspirations.
A6	A business's shareholders are also its stakeholders.
A7	External stakeholders have a direct interest in the business.
A8	Conflicts arise between different stakeholder groupings.
A9	The activities of a business can never negatively impact its stakeholders.
A10	Organic business growth results from internal business activities.
A11	Increasing market share is an example of external business growth.
A12	A business merger and a business takeover are the same.
A13	Selling a new product in a new market is an example of product diversification.
B1	Survival is the most likely prime objective of a new business start-up.
B2	Business objectives are not linked to an intended business goal.
B3	A financial aim might be to sell over 1,000,000 units of product in 10 years.
B4	A non-financial business aim might be to control 90% of the market in 10 years.
B5	Businesses have different aims because they operate in different sectors of the economy.
B6	Business shareholders are not stakeholders in the business.
B7	External stakeholders have an indirect interest in a business.
B8	There is never any conflict between stakeholders of a business.
B9	The activities of a business can positively impact its stakeholders.
B10	Organic business growth results from external business actions.
B11	Increasing market share is an example of internal business growth.
B12	Business mergers are usually agreed between the businesses involved.
B13	The practice of product diversification helps spread risks for a business.

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Statement	
C1	Market domination is the most likely prime objective of a new business start-up.
C2	Business aims are the stepping stones towards an intended objective.
C3	A financial aim might be to sell 275 units of product each day.
C4	A non-financial business aim might be to have the business with a 0% carbon emission in 10 years.
C5	Businesses have different objectives because they are of different size.
C6	Internal stakeholders have a direct interest in the business.
C7	A business employee is an internal stakeholder in that business.
C8	Owner stakeholders have prime objectives of maximising sales and reducing costs.
C9	The actions of stakeholders can sometimes have a positive impact on a business.
C10	Inorganic business growth results from external business actions.
C11	New product development is an example of internal business growth.
C12	Business takeovers can sometimes be hostile.
C13	The practice of product diversification does not help spread risks for a business.
D1	A new business start-up will not have a prime objective.
D2	Business aims and business objectives do not operate within the same time scale.
D3	A SMART business objective is never achievable.
D4	A financial objective might be to sell 275 units of product each day.
D5	Businesses have different objectives because they have different target markets.
D6	Internal stakeholders have an indirect interest in the business.
D7	The local community in which a business operates is an external stakeholder.
D8	Employee stakeholders have prime objectives of securing their employment and maximising pay.
D9	The actions of stakeholders can never have a negative impact on a business.
D10	Inorganic business growth results from internal business activities.
D11	New product development is an example of external business growth.
D12	A business merger implies a sharing of resources between all businesses involved.
D13	Business diversification can only take place by a hostile business takeover.

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Section 2: Marketing – Topics 2.1–2.4

Statement	
A1	The basic purpose of marketing is to sell a product or service.
A2	Marketing will attempt to identify the optimum selling price.
A3	Market research never involves the systematic collection and analysis of data.
A4	Primary market research is original field research.
A5	Secondary market research is cheaper to undertake than primary market research.
A6	A disadvantage of using secondary research is its data is historical.
A7	Quantitative data collection is the systematic and structured gathering of statistical facts and figures.
A8	Market segmentation identifies customers in a mass market.
A9	Most markets can be segmented by age.
A10	Product is an element of the 4Ps.
A11	Price penetration involves launching a product at a relatively low initial price.
A12	Price skimming involves launching a product at a low initial selling price.
A13	The marketing mix can be used to inform business decision-making.
B1	Marketing is undertaken to identify consumer needs.
B2	Marketing will attempt to emphasise the level of quality consumers will get.
B3	The prime purpose of market research is to identify and understand customer needs.
B4	Primary market research is original desk research.
B5	Secondary market research is more expensive to undertake than primary market research.
B6	Secondary research data may have been collected with a specific context and for a specific purpose.
B7	Quantitative data collection is the non-systematic and unstructured gathering of hearsay.
B8	A market segment need not always be capable of sustaining its product's sales.
B9	Most markets can be segmented by income.
B10	Price is an element of the 4Ps.
B11	Price penetration is best applied to a product that has a high price elasticity of demand.
B12	Competitor pricing is illegal in the UK.
B13	The marketing mix is never used to inform business decision-making.

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Statement	
C1	Marketing attempts to persuade people to buy goods and services.
C2	Marketing will emphasise the ease of purchase for the product or service.
C3	Market research is never undertaken by the business itself.
C4	Primary market research never makes use of questionnaires to collect data.
C5	Data for secondary market research can usually be quickly accessed.
C6	Secondary research data can never go out of date.
C7	Quantitative data is concerned with numbers.
C8	A market segment must initially be capable of sustaining its product's sales.
C9	It is impossible to segment a market by lifestyle.
C10	Promotion is an element of the 4Ps.
C11	Price penetration is best applied to a product that is price-sensitive.
C12	Competitor pricing is legal in the UK.
C13	The marketing mix is never used to implement business decision-making.
D1	Information provision is not a function of marketing.
D2	Marketing will not be concerned with competitor analysis.
D3	Market research can be conducted for a business by a specialist agency.
D4	Primary market research gathers data directly from a target audience.
D5	Market trends cannot be examined using secondary market research data.
D6	Secondary research data may be irrelevant to a business in its current environment.
D7	Quantitative data is non-numeric data.
D8	The process of market segmentation is illegal in the UK.
D9	Most markets can be segmented by gender.
D10	Promotion is an element of the 4Ps.
D11	Price penetration involves launching a product at a relatively high initial price.
D12	Price skimming involves launching a product at a high initial selling price.
D13	The marketing mix can be used to implement business decision-making.

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Section 3: People – Topics 3.1–3.4

Statement	
A1	People are the most important asset a business has.
A2	People are only employed for ethical purposes.
A3	A tall charted business structure never provides employees with a clear career path.
A4	A flat structure is usually associated with small or micro-sized business.
A5	Businesses have different structures because the UK business environment is diverse and dynamic.
A6	Authority can be delegated.
A7	A business communicates externally with its suppliers.
A8	Formal communications are not 'management-approved' and are not usually in written form.
A9	Informal business communications are always in a written format.
A10	Poor communications in a business can reduce employee morale.
A11	A business recruits people only to boost its ethical credentials.
A12	Internal recruitment is when a business turns to its existing workforce to fill a vacancy.
A13	External recruitment is when a business vacancy is filled by someone not currently employed within the business.
B1	People must be employed to tactically and strategically plan a business's future.
B2	A prudent budget will always budget for its human resources needs.
B3	A tall charted business structure very clearly shows who an employee's immediate line manager is.
B4	Multinational businesses usually have a flat structure.
B5	Businesses have different structures because it is a legal requirement in the UK.
B6	Authority cannot be delegated.
B7	A business communicates externally with customers.
B8	Formal communications are 'management-approved' and are usually in written form.
B9	Good internal communication systems can encourage and enable employee feedback.
B10	Poor communications in a business will increase employee morale.
B11	A business needs to recruit to replace employees who leave.
B12	An internal vacancy can be advertised on business-specific electronic bulletin boards.
B13	External recruitment can bring employees with new and different ideas into the business.

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Statement	
C1	People never combine with the other factors of production to run a business.
C2	A business is legally bound to recruit new staff from its local geographical region.
C3	The multilevel management layers of a tall business structure can be overly bureaucratic.
C4	A flat business structure has very few levels of management.
C5	A business will choose a structure that will help it survive and prosper in a particular environment.
C6	Responsibility can be delegated.
C7	A business communicates internally with its managers.
C8	Informal communications are unofficial communications.
C9	A business communication system should not be secure.
C10	Poor communications in a business could result in unfinished work.
C11	A business needs to recruit to fill a vacancy created by a promotion.
C12	Internal recruitment brings new people with fresh ideas into the business.
C13	External recruitment is normally a quick and inexpensive process.
D1	People are the least important asset a business has.
D2	People are the human face of any business.
D3	A tall business structure can slow up the decision-making processes within the organisation.
D4	A flat structure is not usually associated with small or micro-sized business.
D5	A business can never change its structure.
D6	Responsibility cannot be delegated.
D7	A business communicates internally with employees.
D8	Examples of informal non-official communications include staff chit-chat, gossip and 'the grapevine'.
D9	Bad communication systems can negatively impact a business.
D10	Poor communications in a business will never impact employees.
D11	A business might recruit simply to bring in new and different external experiences.
D12	Internal recruitment saves time and money in the job advertising process.
D13	Someone filling a promotion vacancy will never suffer from hostility from existing unsuccessful employees.

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Section 3: People – Topics 3.5–3.7

Statement	
A1	Pay can act as a financial motivator.
A2	Praise can never act as a non-financial motivator for an employee.
A3	Effective staff motivation schemes could reduce staff turnover.
A4	Employee empowerment is a motivational technique employed by management.
A5	Having a low rate of staff turnover usually benefits a business.
A6	A business with a high staff retention rate is most likely to attract employees.
A7	Employee training should result in increased productivity.
A8	Induction training is specifically aimed at all new employees.
A9	During on-the-job training employees are still contributing to the business's productivity.
A10	Vocational and academic qualifications are the same.
A11	Staff development is the process of improving the knowledge and skills of employees by training.
A12	One purpose of employment legislation is to protect the rights of employees.
A13	Businesses must work within the constraints of UK employment laws.
B1	Fringe benefits are non-financial motivators.
B2	The working environment can be a non-financial motivator.
B3	Effective motivation schemes might improve employee productivity.
B4	Job enrichment is a motivational technique employed by management.
B5	Having a low rate of staff turnover never benefits a business.
B6	A business with a low staff retention rate is most likely to attract employees.
B7	Employee training should improve motivation and help retain workers.
B8	Induction training is only targeted at existing employees.
B9	During on-the-job training employees might pick up bad work practices from their trainers.
B10	Vocational and academic qualifications are different.
B11	Staff development will increase an employee's 'currency value' as they become more skilled, motivated and productive.
B12	The prime purpose of employment legislation is to protect only the rights of employers.
B13	An employee need not be given a contract of employment.

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Statement	
C1	Bonus sharing schemes are non-financial motivators.
C2	Employee award schemes can act as non-financial motivators.
C3	Effective motivation schemes have no impact on staff retention.
C4	Job rotation is a motivational technique employed by management.
C5	Having a high rate of staff turnover always benefits a business.
C6	Retaining staff is likely to have financial benefits for a business.
C7	Training will never in any way improve an employee's feeling of self-worth.
C8	Off-the-job training is also referred to as formal training.
C9	Employees undertaking off-the-job training might bring to the business new ideas and alternative working practices.
C10	An apprenticeship is a period of unpaid work experience.
C11	An employer should benefit from staff development by having higher output and less waste.
C12	The Health and Safety at Work Act protects anyone legally on a business's premises.
C13	Micro businesses need not comply with the Health and Safety at Work Act.
D1	A good working environment can act as a financial motivator.
D2	Employee profit-sharing schemes are non-financial motivators.
D3	A business with an effective staff motivation scheme will have high staff turnover.
D4	Job enrichment and job rotation are not used as motivational techniques.
D5	Having a high rate of staff turnover improves a business's image.
D6	Motivated employees are usually more productive than disgruntled ones.
D7	Training should improve an employee's feeling of self-worth.
D8	On-the-job training is in-house training.
D9	An employer might consider the costs associated with off-the-job training are too much.
D10	An apprenticeship involves only vocational training and no academic qualifications.
D11	Staff development training schemes never give an employee transferable skills.
D12	The Health and Safety at Work Act deals specifically with the living wage payment issues.
D13	Employment law might negatively impact a business's profits.

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Section 4: Operations – Topics 4.1–4.3

Statement	
A1	The production process uses all the factors of production.
A2	There are different production processes.
A3	A commercial bakery never uses batch production.
A4	The excessive use of computer technology in production could result in the deskilling of the workforce.
A5	The quality of a product or service is defined by how well it meets customer expectations.
A6	No service provider can ever guarantee a quality service.
A7	Quality control is the same as quality assurance.
A8	Selling a high-quality product or service should encourage repeat purchases.
A9	A business should continuously try to improve the quality of its product or service.
A10	E-commerce refers to electronic commerce.
A11	Providing good customer service should help a business get new customers.
A12	A business should always look for new ways to improve its customer service.
A13	A customer's complaint should always be ignored.
B1	The production process never uses all the factors of production.
B2	The production process turns raw materials into finished products.
B3	Job production is the making of a unique one-off product.
B4	Most family cars are manufactured on an assembly line production system.
B5	The quality of a product or service is defined by how well it meets the expectations of the seller.
B6	The concept of quality must be built into the philosophy of the business.
B7	Quality control is not the same as quality assurance.
B8	Selling a high-quality product or service will guarantee repeat purchases.
B9	A good quality product will enhance the reputation of a business.
B10	E-commerce refers to easy commerce.
B11	Providing good customer service should help a business keep its existing customers.
B12	A business is not required to provide its customers with an after-sales service.
B13	A customer's complaint must always be listened to.

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Statement	
C1	The production process involves the input of raw materials to a transformation process.
C2	There is only one production process.
C3	Robots can be used to help in the production process.
C4	A unique wedding cake is normally made using flow production.
C5	Manufacturing a high-quality product is never possible.
C6	A seller is legally obliged to provide a very high quality product or service.
C7	Sample batch checking is an example of quality control.
C8	All manufacturers are legally bound to carry out quality control.
C9	Selling a good-quality product should reduce a business's sales returns.
C10	Telesales is the process of selling goods or services over the television.
C11	Face-to-face selling involves the seller being in direct physical contact with the customer.
C12	A business must provide its customers with an after sales-service.
C13	A business should try to understand the reason for a customer complaint.
D1	The production process is intended to result in the output of a finished saleable product.
D2	The production process never uses automation.
D3	The production process cannot take place without using computers.
D4	A disadvantage of flow production is the high cost of the investment needed for plant and machinery.
D5	Manufacturing a high-quality product is only possible by the use of robotics.
D6	A seller should always aim to provide a high-quality product or service.
D7	Sample batch checking is not an example of quality control.
D8	Service providers are legally obliged to provide a quality assurance for their service.
D9	Selling a good-quality product should increase a business's sales returns.
D10	Telesales is the process of selling goods or services over the telephone.
D11	Face-to-face selling ideally requires the seller to be trained in good customer relations.
D12	Customer feedback is not important to a business.
D13	A business should only record positive customer feedback.

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Section 4: Operations – Topics 4.4–4.6

Statement	
A1	Consumer law protects the buyer.
A2	An example of a consumer law is the Trade Descriptions Act.
A3	A business does not need to comply with all relevant consumer laws.
A4	The type of business operation has a prime influence on its choice of location.
A5	Being close to its market is never a reason for choosing a business location.
A6	A business can outgrow its current geographical location.
A7	Costs are never a deciding factor when choosing a business set-up location.
A8	Good infrastructure would be an important consideration when locating a road haulage business.
A9	Procurement can involve a business buying raw material stock.
A10	It is extremely important for a business to choose the 'right' supplier.
A11	Logistics is only about the transportation of supplies to the end customer.
A12	The longer a business's supply chain is, the more likely that it will occasionally fail to deliver.
A13	There must be trust between all involved in a business supply chain.
B1	Consumer law protects the seller.
B2	An example of a consumer law is the Health and Safety at Work Act.
B3	A business must ensure that it complies with all relevant consumer laws.
B4	The type of business operation will not have an influence on its choice of location.
B5	The availability of its raw material supply is a factor that might influence the location of a business.
B6	A business never needs to move from its current location.
B7	Costs can be a deciding factor when choosing a business location.
B8	A research and development business would be likely to locate in an area with many educational institutions.
B9	Procurement can involve a business buying finished goods and selling them.
B10	Prices charged by the supplier should be the only factor that a business should consider when choosing one.
B11	Logistics includes the storage of supplies to be transported to the end customer.
B12	The length of a business's supply chain does not matter.
B13	The supply chain plays no part in the procurement process.

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Statement	
C1	Consumer law protects both buyer and seller.
C2	An example of a consumer law is the Weights and Measures Act.
C3	Abiding by consumer laws might gain new customers for the business.
C4	The wrong choice of location could negatively impact a business's costs and profits.
C5	The standard of the local road infrastructure will never influence the geographic location of a business.
C6	The growth of e-commerce has had an influence on where some businesses choose to locate.
C7	The reliability of the local telecommunications system could influence where a business locates.
C8	An ice cream van is most likely to operate in a housing estate where there are many young children.
C9	Procurement does not involve a business buying finished goods and selling them.
C10	Reliability of the supplier should be a factor that the business should consider when choosing one.
C11	There is total interdependence between all elements of a business's supply chain.
C12	Logistical and supply chain decisions can impact a business's costs.
C13	All businesses undergo some type of a procurement process.
D1	Consumer law does not protect any of a business's stakeholders.
D2	An example of a consumer law is the Consumer Rights Act.
D3	Abiding by consumer laws is not good for the reputation of the business.
D4	The wrong choice of location will never impact a business's costs and profits.
D5	The availability of a suitable workforce could be a factor that might influence the location of a business.
D6	The growth of e-commerce has never had an influence on where some businesses locate.
D7	Internet connectivity will never be a deciding factor for the location of any business.
D8	A café is most likely to locate in a town centre where there is more potential footfall.
D9	Procurement involves a business sourcing suitable supplies.
D10	The quality of the supplier's product or service should be a factor that the business should take into account when choosing one.
D11	There should be no interdependence between the links of a business's supply chain.
D12	Logistical and supply chain decisions can impact a business's reputation.
D13	Only very large businesses have a supply chain.

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Section 5: Finance – Topics 5.1–5.5

Statement	
A1	The finance function of a business is to provide it with financial data.
A2	A business needs finance to initially set itself up.
A3	A bank loan cannot be used to finance a business.
A4	An established successful business is more likely to get a bank loan than a new business start-up.
A5	Another name for sales is turnover.
A6	Business advertising expenses are fixed costs.
A7	A 30% gross profit ratio means a gross profit of £30 is made on £1,000 of sales.
A8	The average rate of return calculates the average profit made on an investment.
A9	Break-even occurs when total costs are the same as total revenues.
A10	Break-even analysis is a useful decision-making tool.
A11	Cash is the lifeblood that flows through all businesses.
A12	Cash flow is the money flowing into and out from a business.
A13	A cash flow forecast predicts the money flowing into and out from a business for a specific period of time.
B1	The finance function of a business is to guarantee it financial success.
B2	A business needs finance for day-to-day operations.
B3	A bank overdraft is more flexible to repay than a bank loan.
B4	Selling shares is not a finance-raising option for a sole trader.
B5	Another name for turnover is profit.
B6	The total cost of raw material inputs is a variable cost.
B7	A 30% gross profit ratio means a gross profit of £30 is made on £100 of sales.
B8	The average rate of return calculates the average profit made on sales.
B9	Break-even occurs when total costs are the same as fixed costs.
B10	A manufacturer of more than one product needs to carry out a break-even analysis for each product.
B11	Cash and profit are the same.
B12	Profit is what remains after a business pays all its expenses.
B13	A cash flow forecast shows the profit a business makes at a specific time.

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Statement	
C1	The finance function of a business produces financial statements.
C2	A business needs finance to grow.
C3	Crowdfunding involves raising small amounts of money from a big number of individuals.
C4	All partnerships can raise finance by selling shares.
C5	The value of fixed costs never changes.
C6	Profit is total cost less total revenue.
C7	The net profit ratio formula is calculated by: $[(\text{net profit} \div \text{sales}) \times 100]$.
C8	The average rate of return is never expressed as a percentage.
C9	Break-even occurs when total costs are the same as total variable costs.
C10	Break-even point in units is calculated by: $[\text{total fixed costs} \div (\text{selling price per unit} - \text{variable cost per unit})]$.
C11	Cash is not the same as profit.
C12	Profit is the money flowing into and out from a business.
C13	An income statement shows a business's cash flow over time.
D1	The finance function of a business is responsible for employee motivation.
D2	A business needs finance to pay its staff.
D3	A business can raise finance by selling some of its assets.
D4	A very newly established business can use its retained profits as a source of finance.
D5	The value of fixed costs can change over time.
D6	Net profit is total sales revenue less cost of sales.
D7	A 5% net profit ratio means a net profit of £5 is made on £100 of sales.
D8	The average rate of return is always expressed as a percentage.
D9	Break-even analysis can be presented in graphical form.
D10	A manufacturer of more than one product only needs to carry out one overall break-even analysis.
D11	Cash can be used to pay short-term debts.
D12	Net cash flow is what remains after a business pays all its expenses.
D13	A cash flow forecast helps a business plan for the future.

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Section 6: Influences on business – Topics 6.1–6.3

Statement	
A1	Ethical and environmental considerations are the same.
A2	Good business ethics means that a business acts in a fair and honest way.
A3	Being ethical never adds to a business's costs.
A4	Ethical trading gives the business a positive image.
A5	A business's environmental policy must allow for trade-offs between sustainability and profit.
A6	The economic climate has no impact on the business environment.
A7	The level of a consumer's income never changes.
A8	The level of unemployment depends on the economic climate.
A9	The economic climate has only a positive influence on businesses.
A10	As the level of employment rises, more people will have money to spend.
A11	Globalisation means that the world has become more and more commercially interconnected.
A12	Globalisation has resulted in a decrease in international trade.
A13	Globalisation means that UK businesses have the whole world as their market.
B1	An ethical consideration might be concern for the health and safety of a business's employees.
B2	Good business ethics means that a business should always be environmentally friendly.
B3	Acting in an environmental way can never add to a business's costs.
B4	Being ethical could increase a business's sales.
B5	Business waste disposal is not an environmental problem.
B6	The economic climate has an impact on the business environment.
B7	The level of a consumer's income can change.
B8	The level of unemployment does not depend on the health of the economy.
B9	The economic climate has both positive and negative impacts on businesses.
B10	Not everyone in the UK economy can always be employed.
B11	Globalisation means that the world has become more and more commercially unconnected.
B12	Globalisation has resulted in an increase in international trade.
B13	Globalisation means that UK businesses will not face the threat of competition with cheap exports from abroad.

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Statement	
C1	Air pollution by a business is specifically an ethical issue.
C2	A business can be ethical but not always environmentally friendly.
C3	Acting in an environmental way can add to a business's costs.
C4	Greenpeace is an environmental pressure group.
C5	How a business's actions impact road traffic congestion is an environmental issue.
C6	The UK economic climate always stays the same.
C7	The general level of consumer income depends on the level of economic activity.
C8	There is a relationship between the level of unemployment and the general level of income.
C9	The economic climate does not have periods of booms and slumps.
C10	Everyone in the UK economy can be in employment.
C11	The rate of commercial globalisation has been hindered by developments in digital technology.
C12	Globalisation has resulted in an increase in the number of multinational companies.
C13	Globalisation means that trade agreements between countries can be very quickly and easily drawn up.
D1	Geographic areas of raw material sourcing could be an ethical issue for a business.
D2	A business can be environmentally aware but not necessarily ethical.
D3	Being ethical can add to a business's costs.
D4	Climate change is not an environmental issue.
D5	Climate change is an ever-increasing environmental issue.
D6	The UK economic climate fluctuates.
D7	The general level of consumer income does not depend on the level of economic activity.
D8	There is no relationship between the level of unemployment and the general level of income.
D9	The economic climate has times of booms and slumps.
D10	As the cost of living rises, more people will have less money to spend.
D11	The rate of commercial globalisation has been accelerated by developments in digital technology.
D12	Globalisation has resulted in a decrease in the number of multinational companies.
D13	Globalisation means that UK businesses no longer solely depend on local and regional markets.

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Section 7: The interdependent nature of business

Statement	
A1	The finance department is a functional area in a business.
A2	All functional areas in a business must be interdependent and reliant on each other.
A3	The finance department accounts for the business's money.
A4	The marketing department does not promote sales.
A5	The production department is not responsible for selling a product.
A6	Functional interdependence underpins business decision-making.
A7	When a business's rivals are successfully overcome, the reward is usually profit.
A8	Business success can be measured by the interpretation and analysis of financial information.
A9	The finance department manages and distributes money to fund new business ventures.
A10	The production department relies on the finance department for funding a production run.
A11	The marketing department gets money for advertising and sales promotion from the finance department.
A12	The human resources department must recruit, select and retain the right number of people to successfully complete a job.
A13	Success of a project will be judged by its profit-making contribution to the business entity as a whole.
B1	The marketing and sales departments are functional areas in a business.
B2	All functional areas in a business must not be interdependent and reliant on each other.
B3	The finance department is not involved in the business decision-making process.
B4	The sales department is solely responsible for the efficiency of the business.
B5	The production department is responsible for making a product.
B6	Functional interdependence does not underpin business decision-making.
B7	Measuring profit is the main function of the sales department.
B8	Good business decision-making contributes to business success.
B9	The finance department does not manage and distribute money to fund new business ventures.
B10	The production department relies on the finance department for its staffing requirements.
B11	The marketing department must feed relevant information into the production department.
B12	The human resources department must recruit, select and retain the right quality of people to successfully complete a job.
B13	All departments in a business judge the performance of each other.

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Statement	
C1	The production department is a functional area in a business.
C2	The decisions made by one functional area of a business cannot impact other areas of the business.
C3	The finance department does not produce cash flow forecasts for the business.
C4	The sales department is not responsible for ensuring the quality of goods sold.
C5	The production department is responsible for the quality of a product.
C6	Functional interdependence weakens a business entity.
C7	The finance department measures the financial performance of the business.
C8	Bad business decisions making contributes to business failure.
C9	Only the sales department must account for the money spent on a new business venture.
C10	The production department relies on the human resources department to meet its staffing requirements.
C11	The marketing department must feed relevant information into the human resources department.
C12	The human resources department is not responsible for employing market researchers for the marketing department.
C13	All departments in a business are subject to risk.
D1	The human resources department is a functional area in a business.
D2	The decisions made by one functional area of a business can impact other areas of the business.
D3	The finance department allocates funds to other departments in the business.
D4	The sales department should make the product easily available for the public to buy.
D5	Only the production department of a business can operate independently.
D6	Functional interdependence makes a business entity strong.
D7	The functional area of a business that takes a risk is never rewarded.
D8	Business success can be measured by things other than profit.
D9	The marketing department is responsible for assessing the risk of a new business venture.
D10	The production department depends on the marketing department to provide it with accurate sales numbers.
D11	The marketing department gets money for advertising and sales promotion from the production department.
D12	The finance department is responsible for paying market researchers the marketing department employs.
D13	Business departments are also referred to as functional areas.

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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.

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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.

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Section 1: Business activity – Topics 1.1–1.3

Card	Statement	Card	Statement	Card	Statement
A1 1.1	Business activity only involves adding value to a service.	B1 1.1	Business activity only involves adding value to a product.	C1 1.1	Business activity only involves adding value to a product or service.
A2 1.1	The owner of the social media platform YouTube is Sir James Dyson.	B2 1.1	The Virgin Group of businesses was started by Sir Richard Branson.	C2 1.1	Elon Musk runs the social media platform Twitter.
A3 1.1	Most entrepreneurs are risk-takers.	B3 1.1	Most entrepreneurs are not risk-takers.	C3 1.1	Most entrepreneurs are risk-takers.
A4 1.1	Most businesses face risk and uncertainty in a dynamic business environment.	B4 1.1	Taking a business risk could be regarded as the driving force for some entrepreneurs.	C4 1.1	If a business is not prepared for an excessively high level of risk, it is unwise to undertake it.
A5 1.1	A business plan is a physical document.	B5 1.1	A business plan is a notional set of unachievable aspirations.	C5 1.1	A business plan should consider all aspects of the business.
A6 1.1	A business plan is not a legal requirement for an established business.	B6 1.1	A business plan is a legal requirement for a new business start-up.	C6 1.1	No business plan is required for unforeseen future events.
A7 1.1	Business planning might involve the owners, the managers and other interested stakeholders.	B7 1.1	Business planning will help SMART objectives to be achieved.	C7 1.1	Business planning is essential for achievement of business objectives.
A8 1.1	A business plan must only be prepared for a product-oriented business.	B8 1.1	A product-oriented business might draw up a business plan.	C8 1.1	A service-oriented business might draw up a business plan.
A9 1.1	A business's legal structure determines who owns and controls it.	B9 1.1	A business's legal structure determines the degree of liability it has to creditors.	C9 1.1	A business's legal structure is determined by its owners.
A10 1.1	The owners of a private limited company are not at all responsible for any of its debts.	B10 1.1	The owners of a public limited company are not at all responsible for any of its debts.	C10 1.1	The owner of a private limited company is responsible for its debts.
A11 1.1	A shareholder is a stakeholder in a private limited company.	B11 1.1	A shareholder is not a stakeholder in a private limited company.	C11 1.1	The only stakeholder in a private limited company is the shareholder.
A12 1.1	A private limited company has continuity of existence as a legal entity.	B12 1.1	A private limited company does not have continuity of existence as a legal entity.	C12 1.1	A public limited company has continuity of existence as a legal entity.
A13 1.1	A sole trader's business can never become a public company.	B13 1.1	It is very unlikely that a public company would change its status to a private company.	C13 1.1	Successful established companies sometimes change from private to public companies.

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