



GCSE Business

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Head of Business

What is GCSE Business?

- An opportunity to develop a range of skills and knowledge to be able to work in a business, to become leaders of a business, or to start and develop a business of their own.
- The course provides a broad understanding of all areas of a business; from human resources to finance, and marketing to operations.
- GCSE Business allows students to apply their knowledge and understanding to different business contexts; from small enterprises to large multinationals and from local markets to global markets.

Key information

Qualification structure

- Theme 1: Investigating small business
- Theme 2: Building a business

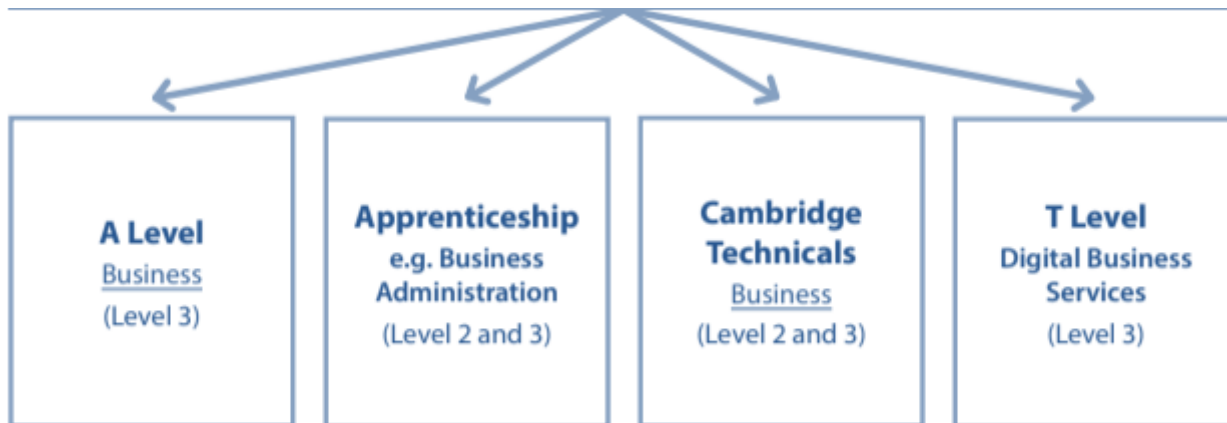
Assessment

GCSE Business consists of two examinations that are completed at the end of Year 11:

- Paper one covering Theme 1 Investigating small business (50% of final grade)
- Paper two covering Theme 2 Building a Business (50% of final grade)

Next Steps

- The successful completion of this course will enable you to progress to whichever Business related route you choose.



Possible future careers:

- Business Management
- Human Resources
- Marketing
- Administration
- Finance
- Setting up your own business



Qualification content

Unit	Unit Content	Weighting
Theme 1: Investigating small business	<ul style="list-style-type: none">• Enterprise and entrepreneurship• Spotting a business opportunity• Putting a business idea into practice• Making the business effective• Understanding external influences on business	50%
Theme 2: Building a business	<ul style="list-style-type: none">• Growing the business• Making marketing decisions• Making operational decisions• Making financial decisions• Making human resource decisions	50%

Assessment

In order to recruit employees for its new 'The Food Warehouse' stores, *Iceland* is considering two options:

Option 1: offer permanent contracts

Option 2: offer temporary contracts.

(d) Justify which **one** of these two options *Iceland* should choose.

(9)

- GCSE Business consists of two examinations that are completed at the end of Year 11
- Both examinations are 1hr 45 minutes long and consist of a range of questions, including:
 - Multiple choice
 - Calculation
 - Short answer & long answer (1 - 12 marks)
- There is no controlled assessment for GCSE Business

(e) Evaluate whether *Iceland* is likely to benefit from its decision to ban all plastic packaging on its own-brand products. You should use the information provided as well as your knowledge of business.

(12)

Real world context

SECTION C

Answer ALL questions.

Read the following extract carefully and then answer Question 7.

Write your answers in the spaces provided.

In August 2017, UK supermarket group *Sainsbury's* decided to cut its costs by £500 million to remain competitive.

One of the changes *Sainsbury's* made was to end its membership of Fairtrade. The Fairtrade scheme gives farmers in countries such as Kenya a higher price for their crops, such as tea. In return, *Sainsbury's* can use the Fairtrade logo on its products. This makes its groceries, such as bananas, more attractive to ethically-minded customers.

Sainsbury's has decided to replace Fairtrade with its own scheme called 'Fairly Traded'. Critics of the change believe that it confuses customers. Protests about this change have already been held in London.



© Fairtrade Foundation 2017



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Sainsbury's also decided to reduce its head office workforce by 1,000. This allowed the company to increase wages for its shop floor employees, including checkout operators and shelf stackers, by 4.4% to £8 per hour. This reduced the wage difference with Aldi, which pays £8.53 per hour. *Sainsbury's* wants to retrain shop floor employees to improve the customer service in its stores.

SECTION B

Answer ALL questions.

Read the following extract before answering Questions 4, 5 and 6.

Write your answers in the spaces provided.

Mind Candy



© Mind Candy

Mind Candy Ltd produces games and apps for computers and mobile devices. Its most successful game was *Moshi Monsters*. The game was aimed at young teenagers and was a global hit, with 80 million users in 2012.

In 2013, *Mind Candy* made large losses as sales revenue fell due to the falling popularity of its games. This was blamed on the short product life cycle of *Moshi Monsters* and increased competition in its market. As a result of these losses, *Mind Candy* reduced its workforce of software developers.



(Source from: <https://www.petlandia.com/custom-book.html#create>)

Mind Candy now needed to raise £1.2 million of extra finance. It required this finance to pay existing costs and fund the development of new apps such as *Petlandia*. *Mind Candy* believes *Petlandia* will allow it to return to organic growth. The app is free to download and allows players to design a virtual version of their own pet. This virtual pet can go on an adventure within the app. The adventure is then turned into a personalised storybook which can be purchased for £19.99.

SECTION C

Answer ALL questions.

Read the following extract carefully and then answer Question 7.

Write your answers in the spaces provided.

Iceland is a supermarket that sells frozen food. Although the grocery industry is very competitive, *Iceland* enjoyed a successful 2017. Sales revenue increased by 2.0% allowing profits to increase by £9.5 million to £160 million.



© Dom J/Shutterstock

Iceland believes this success has been due to improved marketing. It has introduced new products using the *Slimming World* and *Millie's Cookies* brand names. It also launched a new advertising campaign called 'The Power of Frozen'. In addition it has developed a new store format called 'The Food Warehouse'. These stores are much larger than a normal *Iceland* store which allows them to stock more luxury products. *Iceland* hopes that The Food Warehouse will help it to appeal to high-income customers and it plans to open more stores.

In 2018, *Iceland* received positive publicity from its decision to ban all plastic packaging on its own-brand products by 2023. It intends to replace plastic with recycled paper, as shown in Figure 3. A survey of 5,000 of its customers showed that 80% of them agreed with the change. Pressure groups, such as *Friends of the Earth*, have welcomed *Iceland's* decision. Plastic waste has caused pollution of the world's oceans and has killed marine life. Pressure groups hope that *Iceland's* decision will be repeated by other supermarkets in the UK.



Figure 3: *Iceland's* new packaging

(Source: adapted from <https://www.theguardian.com/business/2018/jan/15/iceland-vows-to-eliminate-plastic-on-all-own-branded-products> and <http://about.iceland.co.uk/wp-content/uploads/2017/12/Iceland-Topco-Ltd-2017-results.pdf>)

Enrichment

- Young Enterprise
- Employer talks
- Trips and Visits
 - Old Trafford (Yr10)
 - Cadbury's World (Yr11)
 - London (Yr12)
 - Coca Cola (Yr13)



Questions?