



Business Studies BTEC EDEXCEL Level 3

Exam dates:

Unit 2 Developing a Marketing Campaign (April 2018)

Unit 3 Personal and Business Finance (January 2018)

Exam overview:

Unit 2 Developing a Marketing Campaign (30.04.18)

Part A - Pre-release on 16.04.18

Part A is released two weeks before Part B is scheduled for you to carry out supervised (CA) research. Part B is then a supervised assessment of three hours taken in a single session.

Part B – Exam

70 marks

3 hours

Unit 3 Personal and Business Finance (January 2018)

100 Marks

2 hours

Guide to Exam Papers:

Unit 2 Developing a Marketing Campaign (Yr 12 April 2018)

AO1, AO2, AO3, AO4

Allowed to take 6 pages of notes (created in supervised exam conditions)

Content

A Marketing

A1 The role of marketing

A2 Influences on marketing activity

B Using information to develop the rationale for a marketing campaign

B1 Purpose of researching information to identify the needs and wants of customers

B2 Market research methods and use

C Planning and developing a marketing campaign

C1 Marketing campaign activity

C2 Marketing mix

C3 The marketing campaign

C4 Appropriateness of marketing campaign



Unit 3 Personal and Business Finance (Yr 13 January 2018)

AO1, AO2, AO3, AO4

Content

A Understand the importance of managing personal finance

A1 Functions and role of money

A2 Different ways to pay

A3 Current accounts

A4 Managing personal finance

B Explore the personal finance sector

B1 Features of financial institutions

B2 Communicating with customers

B3 Consumer protection in relation to personal finance

B4 Information guidance and advice

C Understand the purpose of accounting

C1 Purpose of accounting

C2 Types of income

C3 Types of expenditure

D Select and evaluate different sources of business finance

D1 Sources of finance

E Break-even and cash flow forecasts

E1 Cash flow forecasts

E2 Break-even analysis

F Complete statements of comprehensive income and financial position and evaluate a business's performance

F1 Statement of comprehensive income

F2 Statement of financial position

F3 Measuring profitability

F4 Measuring liquidity

F5 Measuring efficiency

F6 Limitations of ratios

Revision Tips

Mind map learning aims/ themes / formulas

Longer mark question – Practice, practice, practice. BUG the question and plan your answer

Use body pegs or other memory strategies to remember formulas or key pieces of information

Create a set of flashcards with key information

Use the independent study menu to mix up your revision strategies

Use revision guides and tick lists.

Walk and talk the mock exams