

Year 9 GCSE Business Studies

Revision List and Examination Information Summer 2011

Examination Structure

There will be one question on the paper with sub parts. The question will be an actual past IGCSE question. The examination will last for ½ hour (30 minutes). You will be given space to answer the questions on the question paper itself. If you need more space ask the invigilator for lined paper. You will all be familiar with the type of question on the paper. Your homeworks have often been questions in the style of exam questions, so don't panic! Make sure that you read the questions carefully and do exactly what you are asked to do. Use the marks available as a guide to how much you should write. Remember that if a question says: State two advantages you just need to write down 2 advantages. If it says explain 2 advantages then you must explain each advantage that you have given.

Revision Topics

Introduction lessons

- Products & services
- Needs & wants
- Customers & consumers
- Factors of production
- Basic economic problem
- Private and public sectors of the economy
- Sectors of industry
- Stakeholders

Marketing

- The 4 P's (Marketing Mix)
- Product (Branding, packaging, product life cycle)
- Pricing strategies
- Methods of promotion
- Advertising media
- Place (channels of distribution)
- Market research (primary and secondary methods)