

## Paper 1 Revision Topics

### **Topic 1 - Business Activity**

- The role of business enterprise and entrepreneurship
  - The purpose of business activity and enterprise
  - Characteristics of an entrepreneur
  - Risk and reward
- Business Planning
  - Purpose of business planning
  - The role, importance and usefulness of a business plan
- Business Ownership
  - Different types of business ownership
    - Sole traders
    - Partnerships
    - Private and public limited companies
  - Limited and Unlimited Liability
  - Different types of ownership for different types of business
    - Start-ups and established businesses
- Business Aims and Objectives
  - Aims and objectives of a business
  - How and why businesses' objectives may change as businesses evolve
  - Why do different businesses have different objectives
- Stakeholders in business
  - The roles and objectives of internal and external stakeholder groups
    - Owners, employees, customers, suppliers, government, local community
  - The effect business activity has on stakeholders
  - The effect business activity has on business
- Business Growth
  - Organic Growth
  - External Growth

### **Topic 2 - Marketing**

- The Role of Marketing
  - The purpose of marketing
- Market Research
  - The purpose of market research
  - Primary market research
  - Secondary market research
  - How appropriate different methods and sources of market research are for different business purposes
  - The use and interpretation of qualitative and quantitative data in market research
- Market segmentation
  - The use of segmentation to target customers
    - Age, gender, income, location and lifestyle

# G541 Ocr May 2013 Question Paper

**Michael Hoelscher**



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