HOLY FAMILY CATHOLIC SCHOOL

Faculty of Mathematics and Technology | Edexcel GCSE Business (1BS0) | Year 11 | Half-Term 2

Learning Intention	Vocabulary	Concept	Retrieval	Success Criteria	Red Zone	Hinge Questions
1. I will revise key Theme 1 and Theme 2 knowledge ahead of the mock examinations.	Theme 1, Theme 2, enterprise, growth	Review	What is the difference between revenue and profit?	I can recall and apply key business concepts.	Complete a mixed-topic knowledge retrieval and correct misconceptions.	Profit is: A revenue minus total costs; B revenue plus costs; C total sales volume. Correct: A
2. I will practise answering Edexcel GCSE Business exam questions.	Analyse, justify, evaluate, context	Review	What is needed for a developed 6-mark answer?	I can structure 3-, 6-, 9- and 12-mark responses appropriately.	Complete timed exam questions and improve answers using mark-scheme guidance.	A strong evaluation should: A give an unsupported opinion; B make a justified judgement; C repeat the question. Correct: B
3. I will use assessment feedback to target revision before mocks.	Assessment objectives, feedback, targets	Review	Which topics do you find most challenging?	I can identify strengths and priority areas for revision.	Complete a personalised revision checklist and targeted practice.	A useful revision target is: A specific and measurable; B vague; C unrelated to the exam. Correct: A
4. I will demonstrate my knowledge and exam skills in the mock examination.	Application, analysis, evaluation	Assess	What should you check before starting an exam response?	I can work independently under timed exam conditions.	Year 11 mock examination / supervised exam preparation as scheduled.	Which is most important when reading a case study? A Ignore figures; B Identify context and command words; C Start writing immediately. Correct: B
5. I will apply exam techniques during the mock examination period.	Command words, evidence, judgement	Assess	What does analyse require you to do?	I can use business context to support developed points.	Year 11 mock examination / supervised revision as scheduled.	Analyse means: A identify only; B explain a linked effect; C list definitions. Correct: B
6. I will complete mock examinations and review exam skills.	Time management, accuracy, structure	Assess	How do you allocate time to questions?	I can manage time and respond to different question types.	Year 11 mock examination / supervised revision as scheduled.	For a 12-mark judgement, the best approach is: A one-sided assertion; B balanced reasoning and conclusion; C bullet points only. Correct: B
7. I will explain the design and function of a product (2.3.1).	Design, function, quality, differentiation	Develop	What is a product in the marketing mix?	I can explain how design and function meet customer needs.	Analyse how product features help a business attract its target market.	Product design should primarily: A meet customer needs; B copy competitors; C ignore costs. Correct: A
8. I will examine the product life cycle (2.3.1).	Introduction, growth, maturity, decline	Analyse	What happens to sales during the growth stage?	I can identify and explain product life-cycle stages.	Sketch a product life-cycle curve and recommend an action at maturity.	At maturity, sales generally: A stabilise; B begin at zero; C always double. Correct: A
9. I will explain extension strategies (2.3.1).	Extension strategy, innovation, rebranding	Analyse	Why might a product enter decline?	I can assess ways to extend a product's life cycle.	Evaluate an extension strategy for a declining product.	An extension strategy aims to: A prolong product sales; B stop all promotion; C eliminate competition. Correct: A
10. I will evaluate how businesses manage product portfolios (2.3.1).	Product portfolio, Boston matrix, market share	Evaluate	Why sell several different products?	I can explain benefits and risks of a product portfolio.	Apply the Boston matrix to a simple business product range.	A cash cow has: A high share in a low-growth market; B low share in high growth; C no sales. Correct: A
11. I will explain pricing strategies (2.3.2).	Cost-plus, competitive, penetration, skimming	Develop	How can price affect demand?	I can distinguish between common pricing strategies.	Recommend a pricing strategy for a new product with justification.	Penetration pricing uses: A low initial price; B highest possible price; C no price. Correct: A

12. I will analyse influences on pricing decisions (2.3.2).	Competition, demand, costs, brand image	Analyse	How might competitors affect prices?	I can explain factors influencing pricing decisions.	Analyse the impact of increasing price on sales and profit.	Higher costs may lead a business to: A review its prices; B ignore its margins; C remove all customers. Correct: A
13. I will evaluate pricing strategies in context (2.3.2).	Price sensitivity, margin, positioning	Evaluate	When might price skimming work?	I can justify pricing decisions using business context.	Complete a 9-mark pricing decision question.	Price skimming usually involves: A high initial price; B permanently low prices; C free products. Correct: A
14. I will identify methods of promotion (2.3.3).	Advertising, sales promotion, sponsorship	Develop	Why do businesses promote products?	I can distinguish different promotional methods.	Compare two promotional methods for a local business.	A temporary discount is: A sales promotion; B distribution; C production. Correct: A
15. I will explain digital promotion (2.3.3).	Social media, targeted advertising, online	Analyse	How can a business reach its target market online?	I can analyse benefits and drawbacks of digital promotion.	Design a promotional campaign and justify the chosen channels.	A key advantage of social media is: A targeted reach; B guaranteed sales; C no competition. Correct: A
16. I will evaluate promotional choices (2.3.3).	Budget, audience, reach, effectiveness	Evaluate	Why does promotion need a budget?	I can recommend suitable promotion for a business scenario.	Write a justified recommendation comparing two promotional methods.	The best promotional method depends on: A target audience and objectives; B the teacher's preference; C random selection. Correct: A
17. I will explain distribution channels (2.3.4).	Distribution, retailer, wholesaler, e-commerce	Develop	What does place mean in the marketing mix?	I can explain different ways products reach customers.	Compare direct online selling with selling through retailers.	Direct distribution means: A business to customer; B only via wholesaler; C no customer. Correct: A
18. I will evaluate place decisions and review Topic 2.3.	Distribution, convenience, logistics, marketing mix	Evaluate	How do product, price, promotion and place interact?	I can justify distribution choices and connect the marketing mix.	Complete an end-of-unit case-study question and self-assess.	An effective marketing mix should: A work together to meet customer needs; B use unrelated choices; C ignore the market. Correct: A