

CCEA AS Unit 1 Business Studies Student Guide 1: Introduction to Business

Content Guidance

62 pages of content guidance:

Concise coverage of all of the specification content in **Introduction to Business** including features throughout to reinforce your understanding. Chapters include:

- Enterprise and entrepreneurship
- Stakeholder groups
- Quality management
- Investing in people
- Productivity and investment
- Organisational design
- Markets and market forces
- Organisational design
- Forms of business ownership

Knowledge check

50 Knowledge check questions

Rapid-fire questions throughout the Content Guidance section to check your understanding.

Summaries

- Each core topic is rounded off by a bullet-list summary for quick-check reference of what you need to know.

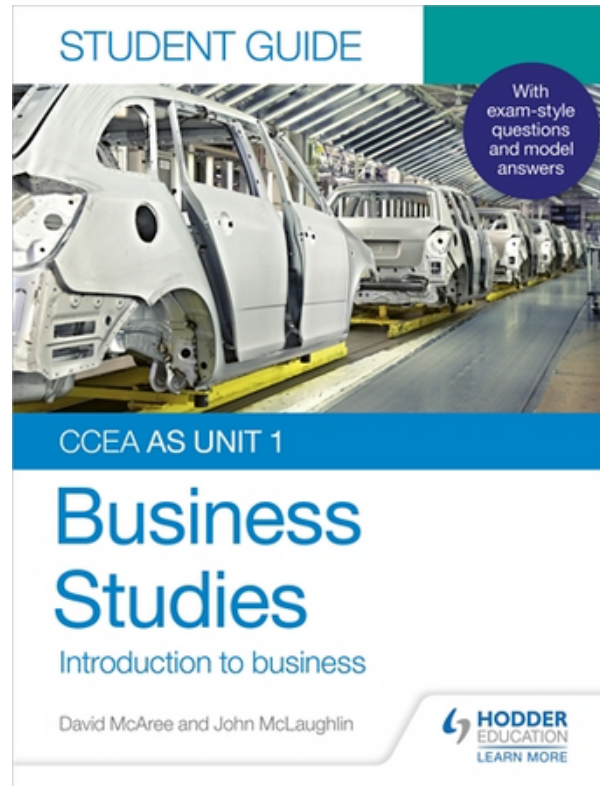
12 Topic summaries

Exam tips

10 Exam tips

Advice on key points in the text to help you learn and recall content, avoid pitfalls, and polish your exam technique in order to boost your grade.

What's included in the new edition?



ISBN: 9781510478527

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Strategic decision making

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CCEA A2 Unit 2 Business Studies Student Guide 4:
The competitive business environment

ISBN: 9781510478503

Questions and Answers

11 exam style questions, including:

- 4 Analysis questions
- 2 Evaluation questions
- 4 Explanation questions

Student A answer

A stakeholder group is a group of people who are interested in a business's trading activities and are affected by decisions that they make. An example of Farm Milk Supplies Ltd's stakeholder group is the local community, who have an interest in the business's trading activities, especially as it has invested in a new wind turbine and is considering constructing solar panels on the farm. The local community may have an issue with how the construction work will affect the countryside in an area of outstanding natural beauty.

(A02) The student references a stakeholder group from the stimulus and explains how it has an interest in the farm's trading activities and how it may be affected by them. The comments are specific to Farm Milk Supplies Ltd and therefore warrant 2 marks for application of knowledge. **4/4 marks awarded**

Student B answer

A stakeholder group is a group of people who all share a common aim in a business, such as Farm Milk Supplies Ltd. An internal stakeholder group would be employees who are employed on the farm, and are concerned with performance and job security.

(A02) The student attempts to give a stakeholder interest to the group (employees and job security). However, the comments are generic and could apply to any organisation, therefore they do not warrant either of the 2 marks available for explaining stakeholder interests in this specific business. **2/4 marks awarded**

(A01) This student gives an accurate explanation of a stakeholder group, which warrants 2 marks for knowledge and understanding of the term 'stakeholder'.

(A01) This student demonstrates a basic explanation of a stakeholder group in that employees are concerned with the survival of Farm Milk Supplies Ltd, which earns 2 marks available for explanation of the term.

Annotated student answers to each question and examiner commentary show where marks can be gained

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