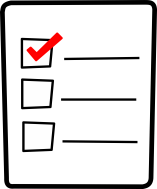
***National 5 Business Management***

**Final Exam**

**Course Revision Checklist**

Your final exam paper can include questions on any of the content listed below. You could use this checklist to keep a record of which areas you have spent time studying before your exam. This study could consist of trying past paper questions from your questions booklets, reading/writing out notes, creating flash cards, having discussions or any other method you know of.

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| **UNIT 1 – UNDERSTANDING BUSINESS** | |
| **The Business Environment** | |
| **The role of business in society** | * Goods and services * Needs and wants * Factors of production * Role of the entrepreneur * Skills and qualities of the entrepreneur * Sectors of industry – primary/secondary/tertiary * Wealth creation * Business cycle |
| **Types of Businesses & Objectives** | |
| **Types of business organisations** | * Sectors of the economy – private/public/third * Sole traders * Partnerships * Private limited companies (ltd) * Local government organisations * Social enterprises * Non-profit making organisations – charities/voluntary organisations |
| **Objectives** | * Private sector objectives * Public sector objectives * Third sector objectives (*voluntary organisations*) * Third sector objectives (*social enterprises*) |
| **Customer satisfaction** | * Ways to maximise customer service * The importance (benefits) of customer service * Ways to measure customer satisfaction |
| **Business Influences & Stakeholders** | |
| **External factors** | * Impact of the following external influences on businesses: * Political * Economic * Social * Technological * Environmental * Competitive |
| **Internal factors** | * Impact of the following internal influences on businesses: * Availability of finance * Availability of human resources * Skill of human resources * Availability of current technology |
| **Stakeholders** | * Interest in, influence on and impact on organisations of:   + Owners/Shareholders   + Managers   + Employees   + Customers   + Suppliers   + Banks   + Local community/pressure groups   + Government |
| **Marketing** | |
| **Customers** | * Market segmentation/segments |
| **Market research** | * Types of market research   + Desk research   + Field research * Methods of conducting market research   + Questionnaire/survey   + Telephone survey   + Postal survey   + Personal interview   + Focus groups   + EPOS   + Hall test   + Observation   + Test marketing   + Social networking website |
| **Marketing mix** | * The 4 P’s |
| **Product** | * Branding * Product Lifecycle * Product extension strategies |
| **Place** | * Choosing a location * Distribution methods (road, rail, air sea) |
| **Price** | * Pricing strategies * Factors to consider when setting price |
| **Promotion** | * Aims of promotion * Methods of advertising (tv, radio, newspaper, magazine, billboards, email, SMS) * Ethical marketing * Promotional methods |
| **Technology in Marketing** | * Email * Company website * E-commerce * Social networking * Apps * QR codes * SMS * Software (internet, word processing, spreadsheets, databases, desktop publishing, presentation) |
| **Operations** | |
| **Suppliers** | * Factors to consider when choosing a supplier |
| **Stock management** | * Costs and risks of storing stock * Consequences of overstocking and understocking * Stock management system features (eg. Reorder level, maximum level etc) |
| **Production** | * Types of production (labour and capital intensive) * Methods of production:   + Job   + Batch   + Flow * Factors to consider when choosing a method of production |
| **Quality** | * Benefits of a high quality product * Methods of ensuring a quality product   + High quality raw materials   + Employees   + Maintaining equipment   + Quality control   + Quality assurance   + Quality circles   + Benchmarking   + Quality Management (TQM)   + Quality Standards/Symbols |
| **Ethical and environmental** | * Minimising Wastage * Preventing pollution * Recycling * Minimising packaging |
| **Technology in Operations** | * Benefits of automation/machinery in production * Use of barcodes * Online ordering system * Use of software in operations (databases, email, word processing, internet, spreadsheets, desktop publishing) |
| **People** | |
| **Recruitment and selection** | * Stages of the recruitment process * Internal and external recruitment * Stages of the selection process * Methods of selection |
| **Training** | * Methods of training   + Induction   + On the job   + Off the job * Reasons for investing in training |
| **Motivating and retaining employees** | * Payment systems * Non-financial rewards (e.g. company car; pension; staff discount) * Flexible working practices * Industrial action by employees and employers   + Effects and impact of industrial action |
| **Legislation** | * Health and Safety at Work Act * Employment Right Act * Data Protection Act * Freedom of Information Act * National Minimum Wage Act * Equality Act |
| **Technology in Human Resources** | * Use of software in the human resources department/function (databases, email, word processing, internet, spreadsheets, presentations, desktop publishing) * Smartphones * Webcams * Use of IT in testing * Use of IT in flexible working |
| **Finance** | |
| **Sources of Finance** | * Description of each source * Advantages and disadvantages * Ensure you know what type of business each source of finance is suitable for |
| **Sources of Assistance** | * Scottish Enterprise * Business Gateway * The Price’s Trust/Youth Business Scotland (PSYBT) * Professionals (accountants, banks. lawyers) * Business websites * Other businesses * Friends/family |
| **Income statements** | * Gross Profit * Net Profit * Reading and making comments about an income statement * Uses/benefits of an income statement |
| **Cash Flow and Cash Budgets** | * Sources of cash flow problems * Resolving cash flow problems * Reducing costs * Cash budget * Uses of a cash budget * Reading and making comments about a cash budget |
| **Break-even** | * What the break-even point is * Fixed costs, variable costs, total costs * Identifying or calculating the following from a break even chart:   + Break-even point   + Number of units sold at the break-even point   + Revenue or costs at the break-even point   + Variable cost per unit   + Selling price per unit |
| **Technology in Finance** | * How different software is used in the finance department/function (databases, presentation, word processing, accounting packages) * Use of spreadsheets in the finance department |

You should be able to confidently respond to the following command words and other areas of the course:

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| --- | --- |
| **COMMAND WORDS** | |
| * Compare * Define * Describe * Discuss * Distinguish | * Identify/Give/Name * Explain * Justify * Outline |
| **OTHER AREAS I MUST BE CONFIDENT WITH** | |
| * Using case studies to answer questions * Finishing the exam paper in the time available (1 hour 30 mins) - trying past papers under timed conditions may help | |