

## Pearson Edexcel GCE Business

### Financial Times articles mapped against the A Level Business specification

The following document maps each of the FT case studies and the questions against the specification topics for Edexcel A Level Business. The case studies include a variety of different adapted business articles and exam style questions that use the command words given in the A level examinations. There are hyperlinks included to take you to the case material and questions that can be used with students as practice exam material.

Theme	Specification link	Topic	Question	Marks	Business	Link
1	1.3.2	Branding and promotion	Explain one way Instagram can use promotion for its app	4	Instagram	<a href="#">Link</a>
1	1.2.3	Markets	Construct a supply and demand diagram to show the impact on the market for eggs from an increase in production costs	4	Chicken	<a href="#">Link</a>
1	1.2.2	Factors that lead to a change in supply	Assess two factors that are currently affecting the supply of eggs in the UK	8	Chicken	<a href="#">Link</a>
1	1.3.3	Pricing strategies	Explain one suitable pricing strategy for electronic cars	4	Honda	<a href="#">Link</a>
1	1.3	Marketing mix and strategy	Assess the importance of price as part of the marketing mix for Renault	12	Renault	<a href="#">Link</a>
1	1.2.1	Demand	Explain one factor that can affect the demand for electric bikes	4	AnMoof	<a href="#">Link</a>
1	1.2.3	Markets	Using the information in the article draw a supply and demand diagram to show a change in the market for electric bikes	4	AnMoof	<a href="#">Link</a>
1	1.4.2	Recruitment, selection and training	Explain one reason why ASDA may use external recruitment for their new stores	4	Asda	<a href="#">Link</a>
1	1.3.4	Distribution	Assess the social trends that have led to a change in distribution for ASDA	12	Asda	<a href="#">Link</a>
1	1.4.1	Approaches to staffing	Explain one reason why Amazon may use flexible working (	4	Amazon warehouse	<a href="#">Link</a>
1	1.4.3	Organisational design	Assess the impact of delayering for Amazon	10	Amazon warehouses	<a href="#">Link</a>
1	1.4.1	Approaches to staffing	Explain one impact the redundancies at Twitter may have on the motivation of the remaining employees	4	Doc Martens	<a href="#">Link</a>

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1	1.4.1	Approaches to staffing	Explain one impact the redundancies at Twitter may have on the motivation of the remaining employees	4	Twitter	<a href="#">Link</a>
1	1.4.1	Approaches to staffing	Assess the importance of collective bargaining to employees of Twitter	8	Twitter	<a href="#">Link</a>
1	1.3.5	Marketing strategy	Explain one benefit to Halfords from having a wide product portfolio	4	Halfords	<a href="#">Link</a>
1	1.5.2	Entrepreneurial motives and characteristics	Assess two entrepreneurial characteristics needed to set up and run an enterprise	8	Women Entrepreneurs	<a href="#">Link</a>
1	1.2.3	Markets	Construct a supply and demand diagram to show the impact on the market for tomatoes as a result of the bad weather	4	Food shortages	<a href="#">Link</a>
1	1.2.2	Supply	Assess whether the bad weather in Morocco and Spain has been the main reason for a change in supply	10	Food shortages	<a href="#">Link</a>
1	1.4.1	Approaches to staffing	Explain one role a trade union would take to represent the employees	4	TikTok	<a href="#">Link</a>
1	1.4.4	Motivation in theory and practice	Using relevant motivational theory, assess the impact of the working conditions for content moderators, in social media companies such as Tiktok and Meta	12	TikTok	<a href="#">Link</a>
1	1.4.1	Approaches to staffing	Assess the implications of redundancies on staff that remain at Meta	10	Meta	<a href="#">Link</a>
2	2.5.1	Economic influences	"Assess the impact of an increase in inflation on the demand of Nestle products "	10	Nestle	<a href="#">Link</a>
2	2.5.1	Exchange rates	Assess whether the depreciation of the pound is the main reason for an increase in transatlantic flights	12	Transatlantic travel	<a href="#">Link</a>
2	2.3.1	Ways to improve profitability	Explain one reason why Tesco might choose to not increase its prices of Heinz ketchup	4	Heinz	<a href="#">Link</a>
2	2.5.2	Legislation	Assess the impact of data protection legislation to a company such as Instagram	10	Instagram	<a href="#">Link</a>
2	2.4.2	Stock control	Assess the benefits to Made.com of using a just in time business model	12	Next	<a href="#">Link</a>
2	2.2.1	Sales forecasting	Explain one factor that affects the sales forecast for Amazon	4	Amazon	<a href="#">Link</a>
2	2.4.1	Production, productivity and efficiency	Assess whether capital intensive production can improve profitability for Amazon	10	Amazon	<a href="#">Link</a>
2	2.5.1	Economic influences	Explain one way a recession could affect Renault	4	Renault	<a href="#">Link</a>
2	2.3.1	Profit	Explain one reason why the profit of Dr Martens has fallen	4	Doc Martens	<a href="#">Link</a>
2	2.5.1	Economic influences	Assess the impact of a strong Dollar to a company such as Dr Martens	10	Doc Martens	<a href="#">Link</a>
2	2.5.2	Legislation	Assess ways in which UK legislation may impact Twitter	12	Twitter	<a href="#">Link</a>

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2	2.2.1	Sales forecasting	Explain one factor that has affected the sales forecasting for Prime	4	Prime	<a href="#">Link</a>
2	2.3.2	Liquidity	Explain the importance of cash to a business such as Twitter	4	Twitter	<a href="#">Link</a>
2	2.1.2	External finance	Explain one problem of using loans as a method of finance	4	Twitter	<a href="#">Link</a>
2	2.1.4	Planning	Assess the usefulness of break even to a business such as Twitter	10	Twitter	<a href="#">Link</a>
2	2.5.2	Legislation	Explain one way employment legislation can affect a business such as Meta	4	Meta	<a href="#">Link</a>
2	2.3.1	Profit	Using the data in the extract calculate how much profit Whitbread made in Feb 2020 in millions	4	Premier Inn	<a href="#">Link</a>
2	2.4.2	Capacity utilisation	Assess the benefits to Premier Inn of operating at full capacity	10	Premier Inn	<a href="#">Link</a>
3	3.4.3	Shareholders versus stakeholders	"Explain one stakeholder who will be affected by the reduction in the forecasted operating profit margin "	4	Nestle	<a href="#">Link</a>
3	3.1.4	Impact of external influences	Assess the power of the supplier such as Heinz to Tesco	10	Heinz	<a href="#">Link</a>
3	3.2.2	Mergers and takeovers	Assess the benefits to Next from the takeover of Made.com	10	Next	<a href="#">Link</a>
3	3.1.4	Impact of external influences	Explain one element of porters five forces that have affected electric bikes companies such as VanMoof	4	AnMoof	<a href="#">Link</a>
3	3.1.2	Theories of corporate strategy	Assess Amazon's decision to diversify into fashion	10	Online to offline shopping	<a href="#">Link</a>
3	3.2.2	Mergers and takeovers	Assess Amazon's decision to take over the supermarket chain Whole foods in 2017	12	Online to offline shopping	<a href="#">Link</a>
3	3.1.2	Theories of corporate strategy	Using Ansoff's Matrix, assess whether BrewDog was right to brew beer in China to grow the business	12	BrewDog	<a href="#">Link</a>
3	3.4.3	Shareholders versus stakeholders	Explain one impact a shareholder can have on a business such as Nestle	4	Nestle	<a href="#">Link</a>
3	3.1.2	Theories of corporate strategy	Using Ansoff matrix, Evaluate whether Nestle should consider to continue selling the products it sells, or if it should adapt to a more healthier portfolio in order to maintain its position of being the world largest food company	20	Nestle	<a href="#">Link</a>
3	3.2.1	Growth	Explain one problem for Prime in growing so quickly	4	Prime	<a href="#">Link</a>
3	3.1.4	Impact of external influences	Assess the external influences that are likely to affect the success of Prime (	12	Prime	<a href="#">Link</a>
3	3.1.4	Impact of external influences	Assess two reasons why Premier Inn may benefit from high levels of inflation	8	Premier Inn	<a href="#">Link</a>

Theme	Specification link	Topic	Question	Marks	Business	Link
4	4.4.2	Ethics	Explain one reason why supply chain considerations are important to a business such as Primark	4	Primark	<a href="#">Link</a>
4	4.3.1	Marketing	Assess why polycentric marketing may be important for Primark when operating in Germany (	10	Primark	<a href="#">Link</a>
4	4.2.4	Reasons for global mergers and joint ventures	Assess the benefits of forming a joint venture for Honda	12	Honda	<a href="#">Link</a>
4	4.1.5	Trading blocs	Assess the impact of leaving the EU for a business such as Halfords	12	Halfords	<a href="#">Link</a>
4	4.2.4	Reasons for global mergers and joint ventures	Assess the implications to BrewDog of creating a joint venture with Budwiser China	12	BrewDog	<a href="#">Link</a>
4	4.2.1	Conditions that prompt trade	Assess the push factors that have led to BrewDog expanding away from the UK	12	BrewDog	<a href="#">Link</a>
4	4.4.2	Ethics	Explain one ethical consideration clothing manufacturers should consider	4	Fast fashion	<a href="#">Link</a>
4	4.4.2	Ethics	Assess two reasons why a business may want to be sustainable	8	Fast fashion	<a href="#">Link</a>
	QS2	QS2: Calculate, use and understand percentages and percentage change	Calculate the percentage change in flights for British airways from 2020-2022	4	Transatlantic travel	<a href="#">Link</a>
	QS2	QS2: Calculate, use and understand percentages and percentage change	Calculate the percentage change in the number of companies set up by women between 2021 and 2022	4	Women Entrepreneurs	<a href="#">Link</a>

