

GCSE Business

Supporting Lower Achievers

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Welcome to this Professional Development Course

This event is for teachers delivering the Pearson Edexcel GCSE Business specification.

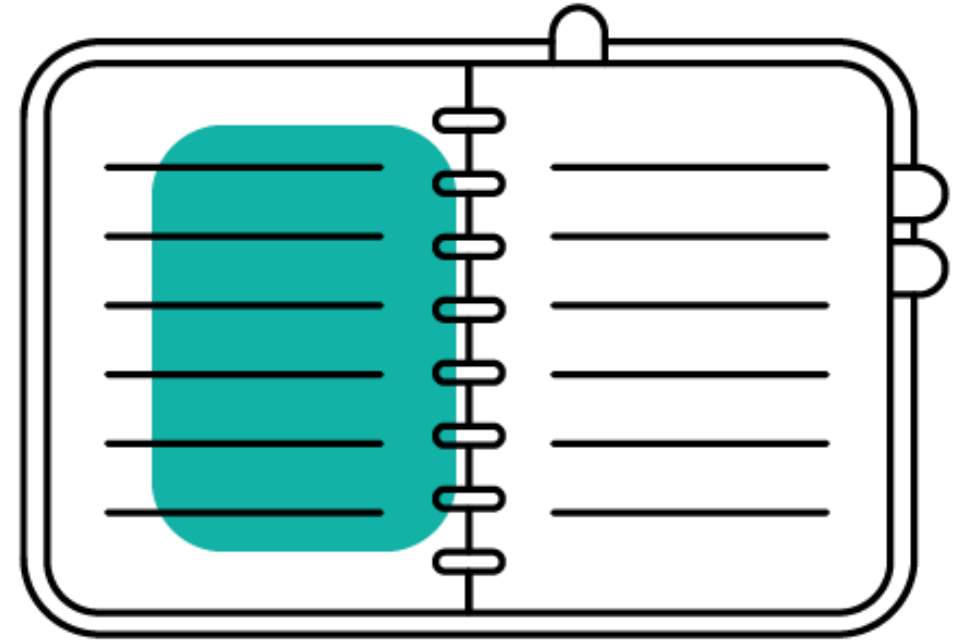
In this session the facilitator will look at ways that, as teachers, you can support those lower achievers in your class. It will be aimed at helping those around the grade 4 boundary boost their chances of success.



Agenda

In this session we are going to cover:

- approaches to explain questions
- application
- structure to questions
- Q&A.



Approaches to Explain Questions



The 'BLT' Approach

The BLT is one of a range of approaches available and represents three connectives that you can use when constructing a response, to help ensure that you are effectively developing the point that you make.

B – 'because...'

L – 'leading to...'

T – 'therefore...'

The 'BLT' Approach (Example 1)

Question: Explain one drawback to a small business of using an overdraft. [3]

P One drawback is that it can be an
B expensive source of finance. This is
L because the bank will charge a high
interest rate on the amount overdrawn, ^{dev¹}
leading to increased fixed costs ^{dev²}, therefore ^{dev³}
making it harder to reach breakeven

T

The 'BLT' Approach (Example 2)

Question: Explain one benefit to a small business of carrying out market research. [3]

P One benefit is that the business will know how to meet customer needs.

This is because they will have found out their target market's opinions through carrying out a survey, leading to the business adapting their product to better meet those needs, therefore producing a more appealing product.

B

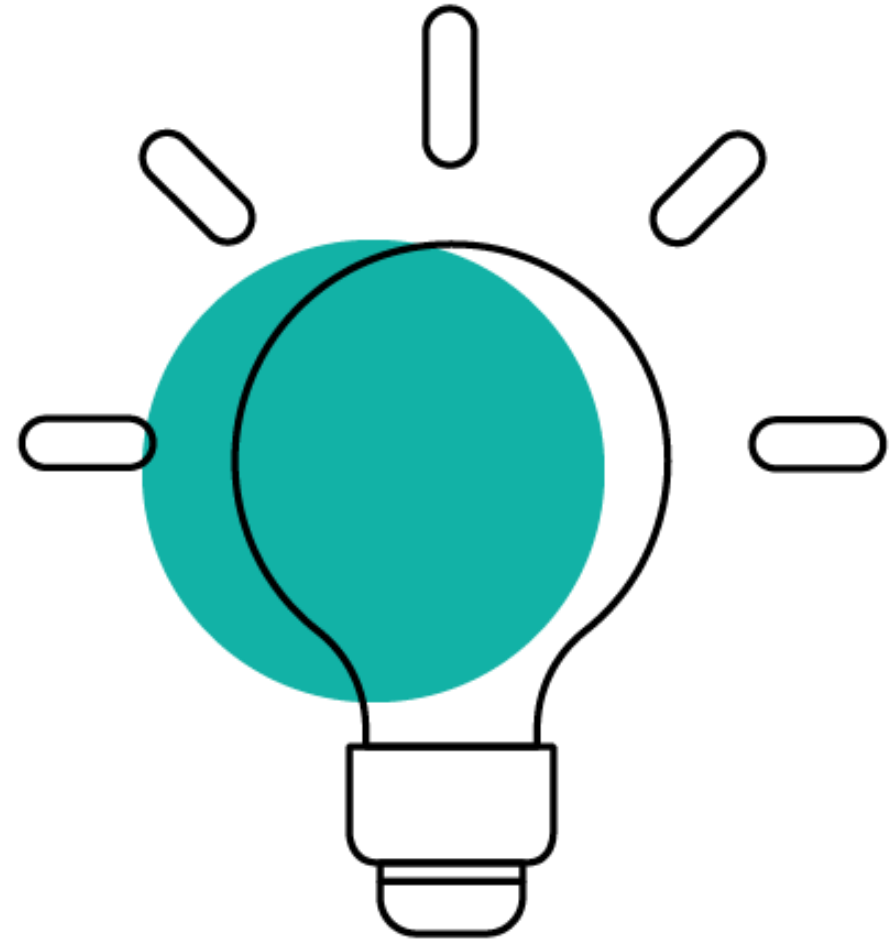
L

T

The 'BLT' Approach: Where it might be useful

Although the 'BLT' approach won't work on every question, you can use it to help form paragraphs to the following questions:

- Discuss question (3e)
- Analyse questions (4a/5c)
- Discuss questions (6c/7d)
- Evaluation question (7e)



Adding Application

Graham Munroe started *Woodkit Ltd* a few years ago. They are a family run business with strong values. They are a major internet retailer and wholesaler of many international brands of wooden planes, tanks, boats and accessories. The business has the UK's widest product range selling over 4,000 exquisite, precision-made items to markets at home and abroad. They sell both vintage and contemporary models, catering for all needs, tastes and budgets.

At *Woodkit*, Graham places a considerable amount of value on making customers happy. They have a large number of repeat customers, particularly those who are enthusiastic collectors. Graham encourages customers to get in touch regarding any queries that they may have. They also keep customers regularly informed about what the business is up to through a regular e-newsletter. Signing up for the e-newsletter gives customers access to all the business' special offers and member benefits. They have also set up a Facebook page so that customers can be part of *Woodkit's* online community.

Woodkit have a dedicated website which allows the customers to see all the products that are on offer as well as all the international brands that they also sell. Customers can order directly from the website. Graham recognised that there was a big market for model-making and accessories in both the USA and Australia. They sell extensively to customers in these countries, giving free delivery for orders over a certain weight.

Adding Application

Instead of....	Use...
Owners	Graham
Product	Wooden planes, tanks, boats and accessories
Customers	Collectors
Competitors	Other model manufacturers
Market	Internet retailer – sell also in USA and Australia
USP	UK's widest product range selling over 4,000 exquisite, precision-made items to markets at home and abroad.

Adding Application: Example Exercises

Question: State one way that *Woodkit* could encourage repeat custom. [1]

Example 1

They could contact customers with special offers.

Example 2

They could contact collectors with special offers.

Adding Application: Example Exercises

Question: State one influence on Woodkit's marketing mix. [1]

Example 1

The quality of the products.

Example 2

The quality of the wooden models.

Adding Application: Example Exercises

Question: Outline one impact on *Woodkit* from having a wide range of stock. [2]

Example 1

P One impact is that it gives customers a greater choice of products to select from. This will help them to increase sales. dev

Example 2

P One impact is that it gives customers a greater choice of models to select from. This will help them to increase sales. dev

Adding Application: Marking Application Exercises

Question: Outline one way in which Woodkit add value to its products. [2]

Example 1

One way in which Woodkit could add value is by having a strong brand, therefore customers will be willing to pay more for it.

Mark Awarded	Descriptor	
0 marks	Nothing credit worthy	
1 mark	Relevant point but missing linked strand and/or context	
2 marks	Relevant point with linked strand and context	

Adding Application: Marking Application Exercises

Question: Outline one way in which Woodkit could compete in a competitive market. [2]

Example 2

They could compete by having faster delivery times for their model boats and planes.

Mark Awarded	Descriptor	
0 marks	Nothing credit worthy	
1 mark	Relevant point but missing linked strand and/or context	
2 marks	Relevant point with linked strand and context	

Adding Application: Marking Application Exercises

Question: Outline one influence on Woodkit's marketing mix. [2]

Example 3

One influence is the quality of their wooden models. If the models are high quality then they can charge a higher price.

Mark Awarded	Descriptor	
0 marks	Nothing credit worthy	
1 mark	Relevant point but missing linked strand and/or context	
2 marks	Relevant point with linked strand and context	

Adding Application: Analyse Questions

Level	Mark/s	Application	Analysis
0	0	No application	No rewardable material
1	1–2	Limited application	1 linked strand of development
2	3–4	Sound application	2–4 linked strands of development across a maximum of two points
3	5–6	Detailed application throughout	5+ linked strands of development across a maximum of two points

Adding Application: Analyse Exercise

Question: Analyse the impact on *Woodkit* of being a private limited company. [6]

P Being a limited company means that the owners will have limited liability. This reduces the risk that they face in running their business^{dev1}. This is because they are seen as separate legal entities from the business^{dev2}. This means that if the sales of products fall, the business cannot afford to pay for the debts that it has,^{dev3} however the owners will not have to sell their personal possessions to pay for it.^{dev4}

P Being a limited company means that Graham and his family will have limited liability. This reduces the risk that they face in running their model-making company^{dev1}. This is because they are seen as separate legal entities from the business^{dev2}. This means that if the sale of model planes, tanks and boats fall, the business cannot afford to pay for the debts that it has^{dev3} however Graham and his family will not have to sell their personal possessions to pay for it.^{dev4}

Basic Quantitative Skills

Calculation

Calculations in a business context, including:

- percentages and percentage changes
- averages

Quantitative Skills Calculation Questions

Using percentages

1a. Business A sells 85,000 products a year. 30% of them are sold in the first three months. How many products are sold in the first three months. You are advised to show your workings. [2]

Structuring suggestions to support lower achievers

Explain Questions

- Make a point
- Offer two linked strands of development.

Outline Questions

- Make a point
- Offer one linked strand of development
- Provide context somewhere in your answer.

State Questions

- Make a point
- Offer context.

Structuring suggestions to support lower achievers

Discuss Questions

- **Two paragraph approach:**
 - Offer two separate paragraphs making a separate point in each
 - Offer three linked strands of development in each paragraph.
- **One paragraph approach:**
 - Offer a valid point, supported by five strands of development.

Analyse Questions

- **Two paragraph approach:**
 - Offer two separate paragraphs making a separate point in each
 - Offer three linked strands of development in each paragraph
 - Provide context in each paragraph.
- **One paragraph approach:**
 - Offer a valid point, supported by five strands of development and context throughout.

Structuring suggestions to support lower achievers

Justify Questions

- Three paragraph approach:
 - Provide an advantage of the chosen option, supported by three linked strands and context.
 - Offer a disadvantage of the chosen option supported by three linked strands and context.
 - Provide a conclusion, explaining why your chosen option is best in the context of the case study and what your decision depends on.

Evaluate Questions

- Three paragraph approach:
 - Offer a point in agreement with the statement, supported by three linked strands and context.
 - Offer a point disagreeing with the statement, supported by three linked strands and context.
 - Provide a conclusion, explaining which argument is best in the context of the case study and what your decision depends on.

Subject Advisor Support

Our subject advisors are experts in their fields and are here to support you throughout the year.

Business Studies

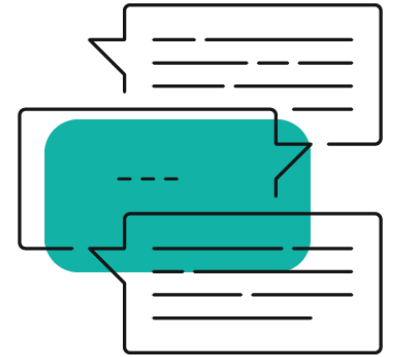
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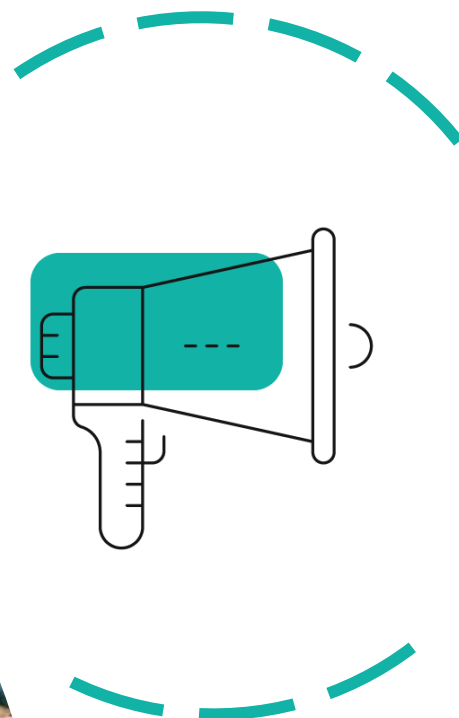
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Q&A