

Resource Bank

Pearson Edexcel GCSE Business

Financial Times articles mapped against the GCSE Business specification

The following document maps each of the FT case studies and the questions against the specification topics for Edexcel GCSE Business. The case studies include a variety of different adapted business articles and exam style questions that use the command words given in the GCSE 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 | 1.1.1 | The dynamic nature of business | Analyse the impact on Starbucks of developing new products to sell often | 6 | Starbucks | Link |
| 1 | 1.1.1 | The dynamic nature of business | State one good B&Q sells in its stores. | 1 | B&Q | Link |
| 1 | 1.1.1 | The dynamic nature of business | Analyse the impact the development of EV's will have on Ford | 6 | Ford | Link |
| 1 | 1.1.2 | Risk and reward | Outline one other financial risk of business activity | 2 | Joules | Link |
| 1 | 1.1.2 | Risk and reward | Outline one non-financial risk of business activity | 2 | Joules | Link |
| 1 | 1.1.3 | The role of business enterprise | State one customer need Greggs meets | 1 | Greggs | Link |
| 1 | 1.1.3 | The role of business enterprise | Outline one benefit to Halfords of growing into a service-led business | 2 | Halfords | Link |
| 1 | 1.2.1 | Customer needs | Outline one way Shein meets customer needs. | 2 | Shein | Link |
| 1 | 1.2.1 | Customer needs | "Analyse the impact on Merlin Entertainments of offering the augmented reality games in their visitor attractions." | 6 | Legoland | Link |
| 1 | 1.2.1 | Customer needs | Identify a customer need Lloyds is trying to meet | 1 | Lloyds | Link |
| 1 | 1.2.1 | Customer needs | Outline one customer need Ford is trying to meet with this investment in EV production | 2 | Ford | Link |
| 1 | 1.2.1 | Customer needs | Outline one way that Primark meets customer needs | 2 | Primark | Link |

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|-------|--------------------|--------------------------------------|--|-------|------------|----------------------|
| 1 | 1.2.3 | Market segmentation | "Outline one market segment that Merlin Entertainments will target with the augmented reality games." | 2 | Legoland | Link |
| 1 | 1.2.3 | Market segmentation | "Analyse the impact on Ferrari of targeting high income earners with their products." | 6 | Ferrari | Link |
| 1 | 1.2.3 | Market segmentation | Outline one market segment Starbucks targets with its coffee | 2 | Starbucks | Link |
| 1 | 1.2.3 | Market segmentation | Outline one advantage to Pandora of targeting men with their products | 2 | Pandora | Link |
| 1 | 1.2.3 | Market segmentation | Outline one segment Diageo is likely to target . | 2 | Diageo | Link |
| 1 | 1.2.3 | Market segmentation | Evaluate the impact of Stocked targeting 13-18 year olds with their products | 12 | TikTok | Link |
| 1 | 1.2.3 | Market segmentation | Evaluate the impact of Deliveroo and Just Eat targeting the affluent consumer as a market segment | 12 | Deliveroo | Link |
| 1 | 1.2.4 | The competitive environment | "Which of the following is a process used to analyse the competition in a specific market?" | 1 | Shein | Link |
| 1 | 1.2.4 | The competitive environment | What best defines the term competitor? | 1 | Mortgages | Link |
| 1 | 1.2.4 | The competitive environment | Evaluate the impact high levels of competition will have on Starbucks. | 12 | Starbucks | Link |
| 1 | 1.2.4 | The competitive environment | Evaluate the impact on Diageo of establishing themselves as a premium brand | 12 | Diageo | Link |
| 1 | 1.2.4 | The competitive environment | Evaluate the likely impact a growth in competitors such as Shein will have on Boohoo | 12 | Boohoo | Link |
| 1 | 1.3.1 | Business aims and objectives | State one financial aim Greggs has achieved. | 1 | Greggs | Link |
| 1 | 1.3.2 | Business revenues, costs and profits | Outline one drawback of John Lewis investing in new technology to be competitive. | 2 | John Lewis | Link |
| 1 | 1.3.2 | Business revenues, costs and profits | Evaluate the impact on John Lewis of not producing sufficient profit. | 12 | John Lewis | Link |
| 1 | 1.3.2 | Business revenues, costs and profits | "Calculate the percentage increase in Mars' annual revenue between last year and the year previous to this." | 2 | Mars | Link |
| 1 | 1.3.2 | Business revenues, costs and profits | Which of the following is an example of a variable cost? | 1 | Aldi | Link |
| 1 | 1.3.2 | Business revenues, costs and profits | State one source of revenue for McDonalds. | 1 | McDonalds | Link |
| 1 | 1.3.2 | Business revenues, costs and profits | State one variable cost Ikea is likely to have. | 1 | Ikea | Link |

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| 1 | 1.3.2 | Business revenues, costs and profits | A 4 finger KitKat was priced at 70p in 2022. If Nestle's prices have risen by 10%, calculate the new price of the 4 finger KitKat in 2023. | 2 | Nestle | Link |
| 1 | 1.3.2 | Business revenues, costs and profits | The new air tax would increase from €0.5bn to €5bn over 8 years. Calculate the percentage increase | 2 | Airlines | Link |
| 1 | 1.3.2 | Business revenues, costs and profits | Boohoo had revenues of £638mn in the four months to December 31, down 13% against the same period in 2021. Calculate the revenue they received in 2021 | 2 | Boohoo | Link |
| 1 | 1.3.2 | Business revenues, costs and profits | Analyse the likely impact on Boohoo of cutting costs | 6 | Boohoo | Link |
| 1 | 1.3.4 | Sources of business finance | Outline one benefit to Wilko of using a trade credit as a source of finance. | 2 | Wilko | Link |
| 1 | 1.3.4 | Sources of business finance | Outline one drawback to Wilko of using a bank overdraft as a source of finance | 2 | Wilko | Link |
| 1 | 1.3.4 | Sources of business finance | Analyse the impact of Wilko securing a loan from Bantry Bay | 6 | Wilko | Link |
| 1 | 1.4.2 | Business location | Outline one drawback to Aldi of expanding overseas | 2 | Aldi | Link |
| 1 | 1.4.2 | Business location | Analyse the impact on Deloitte of allowing remote working | 6 | Deloitte and PwC | Link |
| 1 | 1.4.2 | Business location | Evaluate whether Pandora is likely to benefit from opening new stores in 'triple A' locations, such as city centres. | 12 | Pandora | Link |
| 1 | 1.4.2 | Business location | Wilko is considering two options to secure its future. Option 1 is to relocate stores to out of town locations. Option 2 is to close all stores and become an online business. Justify which of these two options Wilko should choose. | 9 | Wilko | Link |
| 1 | 1.4.2 | Business location | Outline the impact of having a 'pop up' location | 2 | TikTok | Link |
| 1 | 1.4.3 | The marketing mix | "Outline one drawback to Sainsbury's of increasing its food offering over the past 3 years." | 2 | Sainsburys | Link |
| 1 | 1.4.3 | The marketing mix | Outline one benefit to Greggs of distributing through Uber Eats and Just Eat. | 2 | Greggs | Link |
| 1 | 1.4.3 | The marketing mix | Analyse the impact on Greggs of having a strong brand image | 6 | Greggs | Link |
| 1 | 1.4.3 | The marketing mix | Analyse the impact on B&Q of selling more 'own-brand' products in its stores. | 6 | B&Q | Link |
| 1 | 1.4.3 | The marketing mix | Evaluate whether the opening of 50 smaller stores across the UK will increase B&Q's profitability | 12 | B&Q | Link |
| 1 | 1.4.3 | The marketing mix | In order to survive increased costs due to UK inflation Nestle is considering two options. Option 1: Increase prices of their products. Option 2: Increase promotion of their products. Justify which of these two options Nestle should choose. | 9 | Nestle | Link |

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| 1 | 1.4.3 | The marketing mix | Analyse the impact on Pandora of opening more 'bricks and mortar' shops in 2023. | 6 | Pandora | Link |
| 1 | 1.5.1 | Business Stakeholders | Analyse the impact on John Lewis of making employees redundant. | 6 | John Lewis | Link |
| 1 | 1.5.1 | Business stakeholders | Analyse an advantage on a stakeholder group of enforcing these changes. | 6 | Lloyds | Link |
| 1 | 1.5.1 | Business stakeholders | Analyse a disadvantage on a stakeholder group of enforcing these changes. | 6 | Lloyds | Link |
| 1 | 1.5.1 | Business stakeholders | Identify a stakeholder group who is likely to be unhappy with the job cuts | 1 | Amazon | Link |
| 1 | 1.5.2 | Technology and business | "Explain one benefit to Merlin Entertainments of using technology to attract more customers." | 3 | Legoland | Link |
| 1 | 1.5.2 | Technology and business | Evaluate whether Primark is likely to benefit from e-commerce | 12 | Primark | Link |
| 1 | 1.5.4 | The economy and business | Outline one disadvantage to McDonald's of high inflation rates. | 2 | McDonalds | Link |
| 1 | 1.5.4 | The economy and business | Outline one impact changing levels of interest rates will have on Ikea. | 2 | Ikea | Link |
| 1 | 1.5.4 | The economy and business | Analyse the likely impact on Barclays of falling interest rates. | 6 | Mortgages | Link |
| 1 | 1.5.4 | The economy and business | Evaluate the impact the 'cost of living' crisis is likely to have on the UK food retail market | 12 | Inflation | Link |
| 1 | 1.5.4 | The economy and business | Analyse the impact on BrewDog of increased inflation rates in the UK | 6 | Brewdog | Link |
| 1 | 1.5.4 | The economy and business | Outline one benefit to the UK economy of more people aged 50 and over returning to work | 2 | Workforce management | Link |
| 1 | 1.5.4 | The economy and business | Analyse the likely impact on Wilko of the changing level of consumer income. | 6 | Wilko | Link |
| 1 | 1.5.4 | The economy and business | Analyse the impact the cost of living crisis will have on high street shops | 6 | Joules | Link |
| 1 | 1.5.5 | External influences | Analyse the impact on Nestle of supermarkets launching their 'own brand' ranges | 6 | Nestle | Link |
| 1 | 1.5.5 | External influences | Analyse the impact a 'chronic labour shortage' will have on Halfords | 6 | Halfords | Link |
| 1 | 1.5.5 | External influences | Analyse the impact the pandemic had on staffing levels at Amazon | 6 | Amazon | Link |
| 1 | 1.5.5 | External influences | Analyse the impact on Deliveroo and Just Eat of increased petrol prices | 6 | Deliveroo | Link |

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|-------|--------------------|--------------------------------------|--|-------|----------------|----------------------|
| 2 | 2.1.1 | Business growth | Identify a method of business growth | 1 | Vodafone | Link |
| 2 | 2.1.1 | Business growth | Outline one benefit to Vodafone of being a Public Limited Company | 2 | Vodafone | Link |
| 2 | 2.1.1 | Business growth | In order to survive the poor harvest of fruit and vegetables a UK food retailer is considering two options. Option 1: Invest in their own UK based greenhouse plant to grow their own fruit and vegetables. Option 2: a merger with a fruit and vegetable farmer in Europe. Justify which of these two options the UK food retailer should choose. | 9 | Inflation | Link |
| 2 | 2.1.1 | Business growth | Evaluate whether BrewDog is likely to benefit from its planned joint venture with Budweiser China | 12 | Brewdog | Link |
| 2 | 2.1.1 | Business growth | Analyse the impact on Diageo on the merger with Don Papa | 6 | Diageo | Link |
| 2 | 2.1.1 | Business growth | Explain one benefit to Shein of buying the Missguided brand. | 3 | Shein | Link |
| 2 | 2.1.3 | Business and globalisation | Analyse the impact on Aldi of increasing levels of globalisation. | 6 | Aldi | Link |
| 2 | 2.1.3 | Business and globalisation | "Evaluate the importance of e-commerce for a business such as The Body Shop" | 12 | Bodysshop | Link |
| 2 | 2.1.3 | Business and globalisation | State 2 barriers to international trade a country could impose | 2 | Inflation | Link |
| 2 | 2.1.3 | Business and globalisation | Evaluate whether the budget airlines, such as RyanAir will survive the EU pollution tax increase. (| 12 | Airlines | Link |
| 2 | 2.1.3 | Business and globalisation | Outline one drawback for BrewDog of operating in an international market | 2 | Brewdog | Link |
| 2 | 2.1.4 | Ethics, the environment and business | Analyse the impact on Mars of reducing carbon emissions by half by 2030. | 6 | Mars | Link |
| 2 | 2.1.4 | Ethics, the environment and business | Outline one ethical consideration Just Eat might have towards its delivery staff | 2 | Just Eat | Link |
| 2 | 2.1.4 | Ethics, the environment and business | Analyse the impact on a big airline, such as Delta airlines, of investing in more sustainable aircraft | 6 | Airlines | Link |
| 2 | 2.1.4 | Ethics, the environment and business | . Analyse the impact on recruitment of a law firm becoming more environmentally friendly. | 6 | Office working | Link |
| 2 | 2.1.4 | Ethics, the environment and business | Analyse the impact on Primark of trying to 'minimise plastic waste' during their click and collect trial | 6 | Primark | Link |
| 2 | 2.1.4 | Ethics, the environment and business | Analyse the impact on BP of increasing their investments in low-carbon projects | 6 | BP | Link |
| 2 | 2.2.1 | Product | Evaluate the importance of 'product' in Adidas marketing mix | 12 | Adidas | Link |

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|-------|--------------------|------------------------------------|---|-------|------------------|----------------------|
| 2 | 2.2.2 | Price | Explain one benefit to McDonalds of targeting high income market segments' | 3 | McDonalds | Link |
| 2 | 2.2.2 | Price | Analyse the impact on Ikea of its decision to increase its prices | 6 | Ikea | Link |
| 2 | 2.2.2 | Price | State one factor Sainsbury's will consider when deciding its pricing | 1 | Sainsburys | Link |
| 2 | 2.2.2 | Price | Outline the pricing strategies likely to be used for a premium brand. | 2 | Diageo | Link |
| 2 | 2.2.2 | Price | Outline one drawback of Deliveroo and Just Eat increasing their prices | 2 | Deliveroo | Link |
| 2 | 2.2.3 | Promotion | Outline one advantage to Adidas of being associated with Kanye West | 2 | Adidas | Link |
| 2 | 2.2.3 | Promotion | Analyse the impact of using TikTok to promote its business | 6 | TikTok | Link |
| 2 | 2.2.3 | Promotion | Analyse a positive impact on Sainsbury's of its 'Aldi price match' | 3 | Sainsburys | Link |
| 2 | 2.3.1 | Business operations | Outline one drawback to Ferrari of using job production to produce its cars. | 2 | Ferrari | Link |
| 2 | 2.3.1 | Business operations | Outline one benefit to Ferrari of using job production to produce its cars. | 2 | Ferrari | Link |
| 2 | 2.3.1 | Business operations | Evaluate the likely impact on Ford of replacing all its vehicles with electric vehicles by 2035 | 12 | Ford | Link |
| 2 | 2.3.2 | Working with suppliers | Outline one drawback to Boohoo of reducing inventory by 27%. | 2 | Boohoo | Link |
| 2 | 2.3.3 | Managing quality | Outline one advantage of Philip's trying to improve quality management | 2 | Philips | Link |
| 2 | 2.3.4 | The sales process | Analyse the importance of Vodafone focusing on improving customer service. | 6 | Vodafone | Link |
| 2 | 2.4.2 | Understanding business performance | "What is an advantage of a business using financial data to assess its business performance?" | 1 | Mars | Link |
| 2 | 2.4.2 | Understanding business performance | Evaluate whether Just Eat making its operational team redundant will help boost profitability as investors hope | 12 | Just Eat | Link |
| 2 | 2.4.2 | Understanding business performance | Outline one benefit to Amazon of cutting 10,000 jobs | 2 | Amazon | Link |
| 2 | 2.5.1 | Organisational structures | Explain one method of working a business might offer its employees | 3 | Bodyshop | Link |
| 2 | 2.5.1 | Organisational structures | Outline one benefit to M&S of offering part time contracts to employees | 2 | M&S | Link |
| 2 | 2.5.1 | Organisational structures | Analyse the impact on Deloitte of allowing remote working | 6 | Deloitte and PwC | Link |
| 2 | 2.5.1 | Organisational structures | Evaluate the impact hybrid working might have on Lloyds bank | 12 | Lloyds | Link |
| 2 | 2.5.1 | Organisational structures | Analyse the impact on Just Eat of hiring delivery drivers on a freelance basis. | 6 | Just Eat | Link |
| 2 | 2.5.1 | Organisational structures | Evaluate the impact home working can have on a business | 12 | Office working | Link |

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|-------|--------------------|------------------------------------|--|-------|----------------------|----------------------|
| 2 | 2.5.2 | Effective recruitment | Vodafone is considering the following methods to recruit a new Chief Financial Officer. Option 1: Internal recruitment. Option 2: External recruitment. Justify which of these two options Vodafone should use. | 9 | Vodafone | Link |
| 2 | 2.5.2 | Effective recruitment | Analyse the impact on a manufacturing business of recruiting workers aged 50 and over. | 6 | Workforce management | Link |
| 2 | 2.5.2 | Effective recruitment | State one method of recruitment Halford can use to recruit new car technicians | 1 | Halfords | Link |
| 2 | 2.5.2 | Effective recruitment | Evaluate the impact hiring women, ex-offenders and disadvantaged youth will have on Halfords. | 12 | Halfords | Link |
| 2 | 2.5.2 | Effective recruitment | State one recruitment document likely to be used when hiring employees within the NHS | 1 | NHS | Link |
| 2 | 2.5.2 | Effective recruitment | Analyse the benefit to the NHS of recruiting doctors and nurses back into jobs they have previously done | 6 | NHS | Link |
| 2 | 2.5.2 | Effective recruitment | Evaluate if Amazon is likely to benefit from the 'hiring pause' | 12 | Amazon | Link |
| 2 | 2.5.2 | Effective recruitment | Identify one document used in the recruitment process | 1 | BP | Link |
| 2 | 2.5.2 | Effective recruitment | BP wants to continue hiring staff who can be innovative and creative to help them achieve their aim of using more renewable energy. BP are considering hiring people internally or external. Justify which you think BP should choose. (| 9 | BP | Link |
| 2 | 2.5.2 | Effective recruitment | Justify which one of these two options M&S should choose | 9 | M&S | Link |
| 2 | 2.5.3 | Effective training and development | Outline the purpose of induction training. | 2 | Deloitte and PwC | Link |
| 2 | 2.5.3 | Effective training and development | Evaluate the likely impact on Deloitte of introducing these additional coaching programs for its new recruits. | 12 | Deloitte and PwC | Link |
| 2 | 2.5.3 | Effective training and development | The government is considering two options to lower the unemployment rate in the UK. Option 1: Invest in apprenticeships offered to school leavers. Option 2: Invest in encouraging the over 50's back into employment. Justify which one of these two options The Government should choose | 9 | Workforce management | Link |
| 2 | 2.5.3 | Effective training and development | The NHS are considering investing money in hiring back old doctors and nurses or investing money in the training programme of new doctors and nurses. Justify which of these two options the NHS should choose | 9 | NHS | Link |
| 2 | 2.5.3 | Effective training and development | State one method of training a business can provide for its employees | 1 | Deloitte and PwC | Link |
| 2 | 2.5.4 | Motivation | Analyse the impact on BrewDog on having a 'toxic culture' within the business. | 6 | Brewdog | Link |
| 2 | 2.5.4 | Motivation | Analyse the impact the redundancies will have on motivation of the remaining workforce | 6 | Philips | Link |