

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		Risk and reward	Outline one non-financial risk of business activity	2	Joules	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	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
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

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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	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	1.3.2	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	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	Analyse the impact on B&Q of selling more 'own-brand' products in its stores.	6	B&Q	Link

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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
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 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	Evaluate whether Primark is likely to benefit from e-commerce	12	Primark	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
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

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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	2.1.3	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	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
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	2.3.1	Business operations	Evaluate the likely impact on Ford of replacing all its vehicles with electric vehicles by 2035	12	Ford	Link
2	2.3.4	The sales process	Analyse the importance of Vodafone focusing on improving customer service.	6	Vodafone	Link

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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	2.4.2	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	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
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	2.5.3	Effective training and development	State one method of training a business can provide for its employees	1	Deloitte and PwC	Link

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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	2.5.4	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

