

Revision for forecast exam – Mon 21st May – Business Activity, Marketing and People

(1) Until the **25th April** we have access to an online textbook for revision...please log on and make the most of it...let me know your thoughts!

Follow the web address...

<https://my.dynamic-learning.co.uk/Default.aspx?cid=24030>

Use these log in details...

Username: 24030hy

Password: er teach

Centre ID: 24030

Click on OCR 9-1 Business Package

Click on Student e-textbook (This should work on i-pads too!)

Read through the first 3 chapters and;

- Draw mind maps
- Make revision cards
- Create booklets
- Complete the quizzes/activities
- Record yourself reading out the key facts
- Draw images

(2) Use the revision book you purchased or your exercise books to ensure you have learnt and revised the following topics. This may mean you need to see your teacher to ask for support/help!

BUSINESS ACTIVITY

- ✓ Enterprise and entrepreneurship
- ✓ Business planning
- ✓ Business ownership
- ✓ Aims and objectives
- ✓ Stakeholders
- ✓ Business Growth

MARKETING

- ✓ Role of marketing
- ✓ Marketing research
- ✓ Marketing segmentation
- ✓ The marketing mix

PEOPLE

- ✓ Role of Human Resources
- ✓ Organisational Structures and different work practices
- ✓ Communication in business
- ✓ Recruitment and Selection
- ✓ Motivation and Retention
- ✓ Training and Development
- ✓ Employment Law