



WJEC GCSE Business  
Summary of Assessment

Unit 1: Business World	Unit 2: Business Perceptions
Written examination: 2 hours	Written examination: 1 hour 30 minutes
62.5% of qualification	37.5% of qualification
100 Marks	60 Marks
A mix of short answer and structured questions based on stimulus material covering all of the specification content.	Data response questions covering all of the specification content.

Topics covered

Business Activity	Influences on business activity	Business Operations	Finance	Marketing	Human Resources
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*Both units assess content from all six topic areas, so learners will be required to access the subject content in each assessment.*

Nature of business activity	Technological Ethical Environmental	Methods of production	Sources of finance	Identifying and understanding customers	Recruitment
Providing goods & services	Economic	Quality	Revenue & costs	Market research	Training
Enterprise	Impact of globalisation	Supply chain	Profit & loss accounts (income statements)	The marketing mix	Motivation
Planning	Impact of legislation on businesses	Sales process	Cash-flow	Product	Organisational Structures
Aims & Objectives			Financial performance	Price	The interdependent nature of business
Ownership				Promotion	
Growth				Place	
Location & Site					