

AQA AS Business Studies

BUSS2- Managing a Business

EXAM PAPER TOPIC TRACKER

Keep track of which topics have been examined in BUSS2 since June 2010

[Purchase fully worked A Grade answers for the last three papers from tutor2u](#)



(Marks shown in brackets)	June 2010 The Eden Project A Matter of Time	Jan 2011 Shearings Holidays Velocity	June 2011 Divine Chocolate Eggcentric	Jan 2012 Shoebridge & Midland Railway J Bailey	May 2012 Tree Tops Ltd Hibernian Shellfish Ltd	Jan 2013 Allday Ltd Boxed Ltd	June 2013 Zest Ltd Wild Side Ltd	June 2014 Wild World Ltd The Business Cycle?
FINANCE								
Using Budgets								
Benefits and drawbacks of using budgets		Analysis of two benefits of using budgets (8)			Examine consequences of delegating budgets (7)			Analyse benefits of using budgets to manage expansion (8)
Calculation of variances & Using variances to help decision-making	Identification of two adverse variances from budget data (2)			Calculation of profit variance (6)			Calculation of profit variance (6)	
Improving Cash Flow								
Causes of cash flow problems	Analysis of two reasons why cash flow had been negative (7)	Evaluation of whether increasing an overdraft limit is best way to improve cash flow position (13)	Evaluation of whether rapid growth is the major cause of cash flow problems (13)			Examine causes of cash flow problems (7)		
Methods of improving cash flow							Evaluation of best ways to improve cash flow (13)	
Measuring and increasing profit								
Calculation & understanding net profit margins			Calculation of net profit margin (3)					
Calculation & understanding return on capital			Calculation of return on capital (3)					
Methods of improving profits /	Evaluation of the			Evaluation of		Evaluation of		Evaluation of

(Marks shown in brackets)	June 2010 The Eden Project A Matter of Time	Jan 2011 Shearings Holidays Velocity	June 2011 Divine Chocolate Eggcentric	Jan 2012 Shoebridge & Midland Railway J Bailey	May 2012 Tree Tops Ltd Hibernian Shellfish Ltd	Jan 2013 Allday Ltd Boxed Ltd	June 2013 Zest Ltd Wild Side Ltd	June 2014 Wild World Ltd The Business Cycle?
profitability	best way to improve profits in the business (11)			whether a new branch will match the financial success of the rest of the business (15)		whether to increase selling prices to boost profit (13)		whether expansion will improve financial performance (13)
Distinction between cash and profit					Evaluation of relatively importance of cash flow v profit for firm (14)			
PEOPLE IN BUSINESS								
Improving organisational structures & workforce effectiveness								
Key elements of organisational structure			Analysis of the consequences of using delegation as part of workforce management (7)					
Workforce roles								
How organisational structure affects business performance		Evaluation of whether changed org structure will improve business performance (13)					Explanation of ways to improve management performance (8)	
Methods of measuring workforce performance					Calculation of labour turnover (5)			
Developing an effective workforce								
The recruitment process	Discussion of methods of maximising							
Internal & external recruitment								
Selecting the best employees								

(Marks shown in brackets)	June 2010 The Eden Project A Matter of Time	Jan 2011 Shearings Holidays Velocity	June 2011 Divine Chocolate Eggcentric	Jan 2012 Shoebridge & Midland Railway J Bailey	May 2012 Tree Tops Ltd Hibernian Shellfish Ltd	Jan 2013 Allday Ltd Boxed Ltd	June 2013 Zest Ltd Wild Side Ltd	June 2014 Wild World Ltd The Business Cycle?
How recruitment & selection can improve a workforce	workforce performance as workforce grows (14)		Evaluation of the role of recruitment & selection in improving workforce performance (14)	Analysis of importance of effective system of recruitment (8)				
Methods of training						Evaluation of investment in training to improve workforce performance (13)		Evaluation of decision to reduce training budget (13)
Motivating employees								
Financial methods of motivation	Analysis of drawbacks of using financial methods of motivation (8)				Evaluation of linking pay to customer numbers (13)		Evaluation of changes to employee payment methods (13)	
Improving job design				Evaluation of whether redesign of job roles will improve workforce performance (12)				
Empowering employees		Analysis of reasons for empowering a workforce (8)						Analysis of decision to empower the workforce (8)
Working in teams								
Theories of motivation								

(Marks shown in brackets)	June 2010 The Eden Project A Matter of Time	Jan 2011 Shearings Holidays Velocity	June 2011 Divine Chocolate Eggcentric	Jan 2012 Shoebridge & Midland Railway J Bailey	May 2012 Tree Tops Ltd Hibernian Shellfish Ltd	Jan 2013 Allday Ltd Boxed Ltd	June 2013 Zest Ltd Wild Side Ltd	June 2014 Wild World Ltd The Business Cycle?
OPERATIONS MANAGEMENT								
Making operational decisions								
Operational targets	Calculation of unit costs (6)			Evaluation of whether increased capacity utilisation should be the main operational target (13)		Calculation of forecast labour productivity (5)		
Calculating and managing capacity utilisation		Calculation of capacity utilisation (5)				Evaluation of decision to increase capacity (13)		Calculation of capacity utilisation (5)
Non-standard orders & matching production and demand								
Quality & working with suppliers								
Meaning of quality	Evaluation of whether benefits of quality assurance will mainly occur in the long-term (13)		Analysis of the reasons for supplying high-quality products (7)				Analysis of one reason for maintaining high quality (6)	
Quality control v quality assurance								
Systems of quality assurance & quality standards					Evaluation of introduction of TQM system (14)			
Choosing effective suppliers + role of suppliers in improving			Evaluation of choice of supplier			Analysis of factors influencing choice		Evaluation of whether changing

AQA AS Business Studies (BUSS2) – Topic Tracker

(Marks shown in brackets)	June 2010 The Eden Project A Matter of Time	Jan 2011 Shearings Holidays Velocity	June 2011 Divine Chocolate Eggcentric	Jan 2012 Shoebridge & Midland Railway J Bailey	May 2012 Tree Tops Ltd Hibernian Shellfish Ltd	Jan 2013 Allday Ltd Boxed Ltd	June 2013 Zest Ltd Wild Side Ltd	June 2014 Wild World Ltd The Business Cycle?
operations			(13)			of suppliers (7)		supplier will improve operational performance
Customer service & technology								
Methods of meeting customer expectations				Analysis of factors determining the standard of customer service (7)				
Monitoring and improving customer service					Analysis of two possible solutions to poor customer service (7)			
Benefits of high levels of customer service								
Types of technology in operations management							Evaluation of decision to invest in new technology (13)	
Issues in introducing and updating technology		Evaluation of increased use of technology in operations (14)						
MARKETING & COMPETITIVE ENVIRONMENT								
Introduction to Marketing								
Purpose of marketing								
Niche and mass marketing		Evaluation of decision to move				Evaluation of decision to enter a		

AQA AS Business Studies (BUSS2) – Topic Tracker

(Marks shown in brackets)	June 2010 The Eden Project A Matter of Time	Jan 2011 Shearings Holidays Velocity	June 2011 Divine Chocolate Eggcentric	Jan 2012 Shoebridge & Midland Railway J Bailey	May 2012 Tree Tops Ltd Hibernian Shellfish Ltd	Jan 2013 Allday Ltd Boxed Ltd	June 2013 Zest Ltd Wild Side Ltd	June 2014 Wild World Ltd The Business Cycle?
		into a mass market (14)				niche market (14)		
Influences on the marketing mix					Analysis of two influences on the marketing mix (7)			
Product								
Influences on development of new goods and services								Evaluation of focusing on product as key part of marketing mix (13)
Unique selling points								Explain benefit of a USP (6)
Product portfolio analysis								
Product life cycle				Analyse responses to products entering the growth phase of life-cycle (6)			Analysis of implications of short product life cycle on marketing mix (7)	
Promotion								
Elements of promotional mix + influences on the choice	Analysis of two factors influencing the choice of promotional mix (6)	Explanation of use of advertising in promotional mix (5)				Analysis of reasons for changes in promotional mix (8)		
Pricing								
Pricing strategies & tactics					Evaluation of premium pricing strategy (13)			
Influences on pricing decisions			Analysis of					

(Marks shown in brackets)	June 2010 The Eden Project A Matter of Time	Jan 2011 Shearings Holidays Velocity	June 2011 Divine Chocolate Eggcentric	Jan 2012 Shoebridge & Midland Railway J Bailey	May 2012 Tree Tops Ltd Hibernian Shellfish Ltd	Jan 2013 Allday Ltd Boxed Ltd	June 2013 Zest Ltd Wild Side Ltd	June 2014 Wild World Ltd The Business Cycle?
			influences on pricing decisions (8)					
Place								
Choosing appropriate outlets / distributors								
Types of distribution channels								
Marketing and Competitiveness								
Impacts of market conditions and degree of competition				Analysis of importance of larger competitors on the marketing mix (13)				
Determinants of competitiveness Methods of improving competitiveness	Evaluation of whether the business has improved its competitiveness over time (15)		Evaluation of whether a business has become more competitive over time (15)				Evaluation of the role of product quality in determining competitiveness (14)	

[Purchase fully worked A Grade answers for the last three papers from tutor2u](http://www.tutor2u.net)