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**AQA GCSE Business Unit 1**  
*Summary AQA A Level Business*

*Page 1/41*

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Business Studies Cash Flow  
Forecasting (Part 1) AQA  
GCSE Business Unit 1 Summary  
(re - record)*

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*AQA Paper 1 - Hooks \u0026  
LinksGCSE Paper 1 Key*

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Topics~~ **GCSE Business 9-1:**  
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Revision** *How to answer GCSE  
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the nature and purpose of  
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HSC Business Studies

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Writing: 90-words

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to answer 12 markers (AQA)?  
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Business Paper 1 Walk  
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*answer 2, 3 \u0026 4 markers*  
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manager of a business wants to increase its revenue. She estimates the price elasticity of demand for its products is  $-0.2$ .

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that failed to access the  
higher levels of the mark  
scheme tended to lack  
structure and sacrificed  
depth for range (generally  
by making a considerable

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number of points but failing to develop any of them in a convincing manner).

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6 of 22 1 2 A business is deciding whether or not to increase its annual expenditure on TV advertising. Referring to Figure 1below, use calculations to advise the business on whether or not

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it should increase its  
annual TV advertising  
expenditure.

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'tell' approach to one that involves delegation.

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[1 mark] Table 1 refers to four different products in the product portfolio of a

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business. Table 1  
Information for four  
products Product Price  
elasticity of demand Income  
elasticity of demand A -1.8  
+1.8 B -1.8 +0.3 C -0.3 +1.8  
D -0.3 +0.3 Which one of the  
products in Table 1 is most

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likely to be a luxury  
product with many

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