



Teaching Business
A Level and GCSE Resources
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BUSINESS ACTIVITY

Assessment & Intervention Pack



OCR H436

A Level Business

Assess • Diagnose • Intervene • Reassess



FREE SAMPLE

Selected pages from the complete 59-page resource
Assess • Diagnose • Intervene • Reassess



Name:

Class:



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YOUR ASSESSMENT JOURNEY

TRACK • DIAGNOSE • IMPROVE • SUCCEED

Name: _____

Class: _____

BASELINE ASSESSMENT

Section	Marks Available	Your Score
Section A – 10 MCQs	10	
Case Study A	26	
Case Study B	26	
Total	62	

REASSESSMENT

Section	Marks Available	Your Score
Section A – 10 MCQs	10	
Case Study A	26	
Case Study B	26	
Total		

HOW TO USE THIS BOOK

- 1 BASELINE**
Complete baseline assessment. Use scores and feedback from case studies and MCQs to identify content gaps and exam-skill weaknesses under timed conditions.
- 2 DIAGNOSE**
Identify content gaps and exam-skill weaknesses.
- 3 INTERVENE**
Compare the intervention tasks that target the marks you are losing.
- 4 REASSESS**
Attempt the new resit paper independently and compare your results.

CONTENT GAPS

Use your baseline result to identify which areas of Topic 1 need revisiting and further revision.

- ☐ 1.1 What is business activity?
- ☐ 1.2 Business structure
- ☐ 1.3 Stakeholders
- ☐ 1.4 Business size and growth
- ☐ 1.5 Scale of operations
- ☐ 1.6 Customer journey

EXAM SKILL PRIORITIES

Tick only the skills in which you lost the majority of marks in your baseline assessment.

- ☐ Short-answer MCQs
- ☐ Quantitative / calculation skills
- ☐ 8-mark analysis
- ☐ 14-mark recommendation
- ☐ 14-mark evaluation

REASSESSMENT TARGET

Baseline score ____ / 62

Target score ____ / 62

The one thing I most need to do before I attempt the reassessment paper is: _____



SECTION A: MULTIPLE CHOICE QUESTIONS

10 marks

Choose the one best answer for each question. Put a tick (✓) in the box next to the correct answer.

- 1 A technology company gives one of its product managers responsibility for developing a new subscription service. The manager uses the company's staff and finance and will not personally own the new service.

Which statement most accurately describes the manager?

- (a) An entrepreneur as they bear the financial risk of starting the service
- (b) An intrapreneur as they are using entrepreneurial skills within an existing business
- (c) A shareholder as they are responsible for generating additional revenue
- (d) A sole trader as they control the development of the new service

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- 2 Which of the following provides the clearest example of a Small Business?

- (a) Increase UK market share from 1.4% to 1.5% by 1 October 2021
- (b) Being one of the 100 most successful businesses in the industry.
- (c) Reducing overhead costs significantly while maintaining quality.
- (d) Improve customer satisfaction whenever resources allow.

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- 3 Which statement best explains why a sole trader may choose to remain small?

- (a) It guarantees higher profits than a private limited company.
- (b) It allows the owner to retain control and make decisions quickly.
- (c) It removes the need for hard work and resilience.
- (d) It ensures unlimited access to external finance.

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CASE STUDY A

ReThread Streetwear Ltd

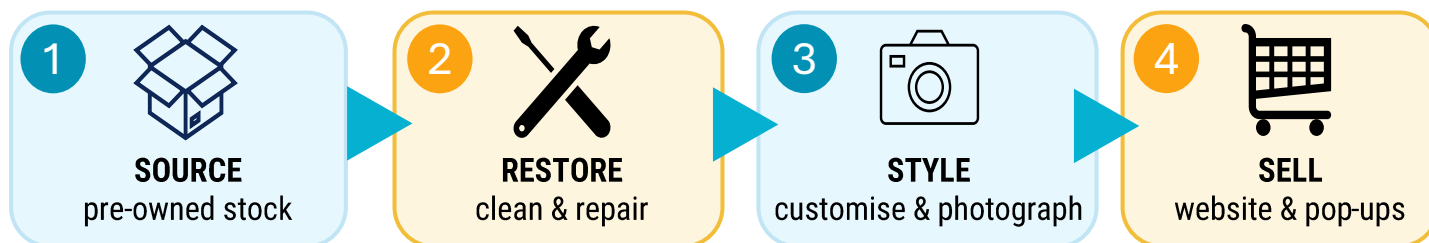
Read the following case study and answer the questions that follow.

Elliot Price started ReThread Streetwear in 2023 while studying at college. He had noticed that many young people wanted distinctive clothing but could not always afford new premium-priced streetwear. At the same time, good-quality clothes were often being sold cheaply or left unused. Elliot began buying pre-owned sweatshirts, jackets and trainers, cleaning and repairing them, and then selling them online.

RSL now buys stock from individual sellers, clearance wholesalers and local vintage sellers. Each item is checked by hand, and as some products are simply cleaned and photographed, while others are repaired, altered or customised before sale. Elliot believes these activities add value because customers are buying a product that is ready to wear, presented attractively and often different from anything available elsewhere.



HOW RSL ADDS VALUE



The business became a private limited company in 2025. Elliot remains the majority shareholder and manages purchasing, pricing and the website. Two part-time employees help with photography, packing and customer enquiries. RSL sells mainly through its own website but also runs pop-up stalls at student events and weekend markets.



BUSINESS ACTIVITY

INTERVENTION PAGE 2

BUILDING STRONG 8-MARK ANALYSIS (PART 1)

Use your baseline assessment to see how to develop two clear and fully developed analysis points.

THE QUESTION (from your baseline paper)

Analyse two factors that could impact upon the success of ReThread Streetwear Ltd. [8 marks]

TOP TIPS FOR 8-MARK ANSWERS

- ✓ Choose two different, relevant factors.
- ✓ Use the case evidence – be specific.
- ✓ Explain the likely impact on the business.
- ✓ Develop your point to show a further impact.
- ✓ Link back to the success of the business.

EXAMPLE: UNPREDICTABLE DEMAND

Baseline question: Analyse two factors that could impact upon the success of ReThread Streetwear Ltd. [8]

WEAK POINT

"Fashion trends change quickly so ReThread might lose customers, causing a loss of profits for the business."

IMPROVED POINT

"Fashion trends change rapidly which means ReThread's products may go out of fashion. For its range of hoodies, more than 18% of stock was unsold during the year. This could lead to higher storage costs and tie up cash that could have been used to buy new stock."

TOP LEVEL POINT

"Fashion is very dynamic and customers have already seen some items in the catalogue for months and 18% of stock was left unsold in the last year. This could raise storage costs which already total £5,000, and tie up cash. If stock is slow to sell, Elliot may have less finance available to buy new, popular styles. This could limit revenue, making it harder for ReThread to achieve its aim of 30% revenue growth."



WHY IT IS WEAK

- Very limited development
- No use of evidence
- No clear link to the success of the business



WHY IT IS BETTER

- Clear application to the case.
- Explains the immediate impact.
- Some development (weak) of consequences.



WHY IT SCORES HIGH MARKS

- Specific application to the case.
- Clear chain of reasoning.
- Developed consequences.
- Links to business objectives
- **Note:** this is not a perfect response and additional development would push marks up even further.



A Level Business

INTERVENTION PAGE 3

Now it's your turn to put into practice what you have learned about how to structure your point.

Using the information below, write one fully developed analysis point explaining how attending more pop-up events could affect the success of ReThread.

- ReThread has been invited to run monthly pop-up stalls at four sixth-form and university events.
- Each event would require extra stock, travel and staff time.
- ReThread currently has limited cash resources.
- Pop-up events are seen as a way to reach new customers and build brand awareness.

- **Application** – the first one is specific piece of data from the case study. It is **not** for a reason!
- **Timeline** – it is an example of what happens first
- **Development** – explain what this could lead to next
- **Link to success** – show how this could affect Redthread's revenue, costs or ability to achieve its aims.

Thread has been invited to run monthly pop-up
 events at four sixth-form and university events.
 Each event would require extra stock, travel and
 staff time.

Thread currently has limited cash resources.
 Pop-up events are seen as a way to reach new
 customers and build brand awareness.

FREE SAMPLE
 preview only



SECTION A: MULTIPLE CHOICE QUESTIONS

10 marks

Choose the one best answer for each question. Put a tick (✓) in the box next to the correct answer.

1 Added value is best defined as:

- (a) Total revenue minus total costs
- (b) Selling price minus fixed costs
- (c) Selling price minus the cost of bought-in inputs
- (d) Total revenue divided by output

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2 Which of the following is a possible reward for a sole trader for a year?

- (a) Unlimited liability
- (b) Profit
- (c) Tax exemption
- (d) Dividends

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3 Which of the following objectives is **NOT** an example of a SMART objective?

- (a) Increase sales revenue by 8% within 12 months.
- (b) Open three additional outlets by June 2027.
- (c) Reduce customer complaints by 10% this year.
- (d) Become the leading business in the market.

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Case Study A

Using the case study, analyse two business objectives that Elliot is considering. Recommend which of the two objectives ReThread Streetwear Ltd should prioritise over the next 12 months. Justify your answer. (14 marks)

Question	Answer	Mark	Additional Guidance																									
4	Relevant knowledge may include: - Revenue and growth objectives - Profitability and cost-control aims - Reasons for setting objectives - Potential conflict between aims - Implications of growth for resources, costs and capacity - Importance of controlling stock and reducing waste. Application may include reference to: - Annual revenue is approx. £200k - Aim to raise revenue by 30% - Expansion through a wider range of products and more events. 18% of stock remains unsold. £9,000 storage and preparation costs - Aim to reduce unsold stock to <10% - Limited cash resources 41% are repeat customers - Unpredictable demand / fashion trends - Highly competitive market - Impact of increasing revenue on market reach, cash flows and growth - Costs of more events and a wider product range. - Impact of reducing unsold stock on cash flow and profitability - Potential trade-offs between the two objectives Evaluation may include: - Judgement about which aim is the most appropriate over the next year. - Consideration of the likely benefits and drawbacks of each objective. - A justified overall recommendation. - Consideration of short-term priorities	14 A01: 2 A02: 2 A03: 4 A04: 6	- Award up to 2 marks for A01 - Award up to 2 marks for A02 - Award up to 4 marks for A03 - Award up to 6 marks for A04 - Responses may take the form of two developed objectives or one developed objective and one more limited objective. <table><tr><th>Level</th><th>A01</th><th>A02</th><th>A03</th><th>A04</th></tr><tr><td>Strong</td><td>2</td><td>2</td><td>4</td><td>5-6</td></tr><tr><td>Good</td><td>2</td><td>2</td><td>3</td><td>4</td></tr><tr><td>Reasonable</td><td>1</td><td>1</td><td>2</td><td>2-3</td></tr><tr><td>Limited</td><td>1</td><td>1</td><td>1</td><td>1</td></tr></table> Additional Guidance: Candidates should analyse both objectives before making a recommendation. Analysis should show how each objective could affect ReThread Streetwear Ltd, rather than simply describing what Elliot intends to do. Application requires the case evidence to be used within the reasoning. Simply quoting figures without explanation of their significance does not necessarily receive credit. For evaluation, a basic response may state which objective should be prioritised with only limited reasoning. Stronger answers should use ReThread's circumstances to compare the relative importance of the two aims and consider relevant trade-offs. The strongest answers should explain why one objective is less suitable over the next year, with explicit and effective use of evidence.	Level	A01	A02	A03	A04	Strong	2	2	4	5-6	Good	2	2	3	4	Reasonable	1	1	2	2-3	Limited	1	1	1	1
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