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978-0-521-75095-0 - IGCSE: Business Studies  
Chris J Nuttall  
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IGCSE

# Business Studies

Chris J Nuttall



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CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, São Paulo

Cambridge University Press

The Edinburgh Building, Cambridge CB2 8RU, UK

[www.cambridge.org](http://www.cambridge.org)

Information on this title: [www.cambridge.org/9780521750950](http://www.cambridge.org/9780521750950)

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First published 2002

5th printing 2007

Printed in Dubai by Oriental Press

*A catalogue record for this publication is available from the British Library*

ISBN 978-0-521-75095-0 paperback

Design, page layout and artwork Illustrations by Hardlines, Charlbury, Oxford

Cover image by courtesy of 'Digital Vision'

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# Introduction

## Welcome to the International GCSE in Business Studies!

This book is designed to help you as you progress through your course. It has been specially written to cover the University of Cambridge IGCSE Business Studies syllabus that you will be following. The syllabus is divided into sections, and the structure of the book reflects these, closely following the order of the syllabus.

## How will this book help you?

*Cambridge IGCSE Business Studies* is an up-to-date and lively text, which uses an enquiry-based and active approach to the subject. It does not assume any prior knowledge of business, although as you progress you will probably find that many of the businesses that you come across in these pages are familiar.

*Cambridge IGCSE Business Studies* is divided into units to provide convenient and manageable bite-sized areas of learning. Each unit begins with learning outcomes and then has a brief introduction followed by a Business in context section, which presents a real world or realistic setting for the topic of the unit. Questions based on the Business in context will help you to understand the implications of the topic. There are revision questions and questions from past examination papers at the end of units 5, 17, 21, 31 and 34. These test the student's knowledge and understanding of the topics covered in the preceding units.

Units also contain Activities, which encourage you to think about, discuss or carry out activities to explore a topic for yourself.

The symbols that follow each question (>, >>, >>>) represent the level of difficulty of the question: > = level 1, >> = level 2, >>> = level 3.

Key terms are given in bold and explained in the margin, near where they are first used. At the end of each unit is a Summary of the work covered.

Model answers to the revision questions and to the questions at the end of the Business in context and Activity boxes are given in the Appendix.

## What papers will you have to sit?

The International GCSE consists of three papers, of which paper 3 is optional:

Paper 1 contains short-answer questions and structured data-response questions; this paper is compulsory. Questions from past examination papers are given at the end of each Section.

Paper 2 will present a business situation or problem with questions arising from it; this paper is compulsory. Questions from a past examination paper are given in the Appendix.

Paper 3 consists of coursework and will be assessed by your school or college. You will have to submit a single piece of written work. Your coursework assignment should be related to a particular business situation or problem, and should take the form of a response to a clearly formulated question. Your assignment should be between 3,000 and 4,000 words in length, and will occupy about 20% of the course time for the subject as a whole.

If papers 1 and 2 are taken without the coursework option, each paper carries 50% weighting. If the coursework option is taken, papers 1 and 2 carry 40% weighting and paper 3 20% weighting.

All papers (except paper 3) are 1 hour and 45 minutes long.

## How should you approach coursework assignments?

If you are taking the coursework option, you should discuss the topic question with your teacher so that you know what is involved. Don't start too early, or you won't have progressed in your course far enough. But don't leave it too late, either, or you will not have time to gather all the information you need.

When starting your coursework assignment you need to think about its purpose and how you are going to obtain the information you need. While this textbook and your teacher will help you gain the background knowledge required, you will have to do some of your own research. There are various sources of information you will find helpful in this. Your school or local library may be able to help, or you may be able to find some useful information on the Internet.

Sooner or later, however, you will have to contact a business organisation. Don't worry, you will probably find they are quite happy to help and supply you with the information you are looking for.

Write a short, polite letter, explaining who you are, what you want to know, and why you want the information. Allow the business time to reply – it could be five or six weeks before they have time to attend to your request.

Do not start to actually write your assignment until you have enough information. If you start writing too soon you may find that you have to do it all over again when some new information comes to hand. But again, don't leave it too late or you will have to rush and not produce your best work. Try to allow yourself time to complete the assignment, put it aside for a few days, and then read through it to see that you are satisfied with it. Don't forget to check your spelling and grammar. If you have access to a computer, it is easy to use the spell and grammar checkers that come with most word-processing software.

## How do you prepare for the exam?

Preparing for the exam takes time. Do not leave it until the last minute – or even the last few weeks. Effective revision is essential. Use the syllabus for guidance, go through past papers (such as the one included in the Appendix to this textbook), and use your own coursework and notes.

Break up the material you are trying to revise into manageable pieces. Remember that merely re-reading your notes or the textbook is not revising. Run through what you read in your mind and note down the key points. This will help fix the information in your memory.

One of the biggest obstacles to learning, and to revising in particular, is boredom. Try to vary your activities between note-taking, reading and doing some active research. And always try to build in some time for yourself. Remember that life is not just about studying (although it may seem like it at times).

Once again, welcome to the course. We hope you enjoy your studies, and wish you every success.

*Chris Nuttall*