



**PORTION FOR THE FIRST TERM EXAMINATION – January, 2019**

**BUSINESS - Year 10**

- The dynamic nature of the business
- Risk and Reward
- The role of business enterprise
- Customer Needs
- Market Research
- Market Segmentation
- The Competitive Environment
- Business Aims and Objectives
- Business Revenue Costs and Profits
- Cash and Cash flow
- Sources of Finance
- The Option for Start up and Small Businesses
- Business Location
- The Marketing Mix
- Business Plans
- Business Stakeholders
- Technology and Business