

PORTION FOR THE FIRST TERM EXAMINATION – JANUARY 2023

BUSINESS

Year 9

- **Topic 1.1 (Pages 3-25)**
 - The Dynamic Nature of Business
 - Risk and Reward
 - The Role of Business Enterprise
- **Topic 1.2 (Pages 29-57)**
 - Customer needs
 - Market Research
 - Market Segmentation
 - The Competitive Environment

Year 10

- **The whole of Year 9 portion (Topics 1.1 - 1.3) and-**
- **Topic 1.4 (Pages 89-107)**
 - The option for start-up and small business
 - Business Location
 - The Marketing Mix
 - Business Plans
- **Topic 1.5 (Pages 111-126)**
 - Business Stakeholders
 - Technology and Business
- **Topic 2.1 (Pages 166-171)**
 - Ethics, the environment and business

Year 11

Paper 1

Whole of Theme 1

Paper 2

Theme 2 (upto page 273)

Year 12

Whole of Theme 1

Year 13

Paper 1

Whole of Theme 1 **and**

Theme 4

- Chapters 66-76

Paper 2

Whole of Theme 2 **and**

Theme 3

- Chapters 44- 62