



BTEC Enterprise

The Exams:

Component 3 - Promotion and Finance for Enterprise. There are 60 marks in this synoptic assessment and it will build on knowledge that has been taught in component 1 and component 2. The duration of the paper is 2 hours. Monday 3rd February 2020 is the date for Component 3- Promotion and Finance for Enterprise assessment.

Exam content - Due to the synoptic nature of the assessment, there is a broad range of content covered in the paper.

- Learners will be provided with a case study of a small to medium enterprise (SME) and a series of tasks to complete in the assessment. These will include:
- **Elements of promotional mix and their purposes** - Methods businesses can use to promote their products and services and the factors that may affect these.
- **Financial documents** - The range of documents businesses use in transactions and legal documents used for reporting financial outcomes.
- **Financial forecasting** - Using and creating cash flow forecasts and break even analysis.
- **Sources of finance** - Learners will need to consider the relevance of a range of finance options available to a business.

Help with revision:

BBC bitesize has a page dedicated to business students at this level - here is the link:
<https://www.bbc.co.uk/bitesize/subjects/zpsvr82>

The revision guide will be sold in school.