GCSE Business Case Study Practice

Level: GCSE **Subject:** Business

A case-study style worksheet for practising application and evaluation in GCSE Business.

Case Study

A small tuition centre wants to attract more students. It currently relies on word of mouth but is considering social media advertising and a new website.

Questions

- Define marketing.
- Identify two benefits of having a business website.
- Explain one reason why customer reviews could increase enquiries.
- Evaluate whether the tuition centre should spend more money on social media advertising.

Exam Tip

Use because, therefore and however to develop chains of reasoning and evaluation.

Answer Guidance

Use this section for self-marking or tutor-led feedback. Award partial credit for correct method, clear reasoning and accurate use of terminology.

Answer Guidance

1. Marketing is identifying and satisfying customer needs.
2. Website can show services, prices, reviews and contact details.
3. Reviews build trust and reduce uncertainty for parents.
4. Evaluation should consider cost, target audience, competition and measurable return.