

Component 3 – Revision Checklist

Learning Aim A	No Knowledge	Need to review	Confident
The promotional mix			
Advertising: Message and Medium			
Advertising methods			
Sales promotion: purpose and methods			
Sales promotion: choosing methods			
Personal selling			
Public relations			
Direct marketing			
Targeting markets			
Segmenting the market			
Demographic and Geographic segments			
Psychographic and behavioural segments			
Learning Aim B			
Financial documents			
Accuracy of financial documents			
Purchase order			
Delivery note and invoice			
Receipt and credit note			
Payment methods			
Choice of payment methods			
Income			
Costs			
Financial terminology			
Turnover, cost of sales, Gross profit			
Profit and Expenses			
Fixed and current assets			
Liabilities, debtors and creditors			
Capital and net current assets			
Statement of comprehensive income			
Profit or loss			
Statement of financial position			
Cash, profit, liquidity and profitability			
Profitability ratios			
Liquidity ratios			

Learning Aim C			
Cash, sales and purchases			
Cash flow			
Cash flow forecasts			
Analysis of cash flow information			
Cash flow problems and forecasting			
Improving cash flow			
Break-even			
Break-even charts			
Interpreting a break-even chart			
Using break-even analysis in planning			
Limitations of break-even analysis			
The need for business finance			
Internal sources of finance			
External sources of finance – short term			
External sources of finance – long term			