



BUS7 Making marketing decisions

Personal learning checklist | 1 of 2

GCSE Edexcel Business 1BS0 | Theme 2 / Paper 2

Name _____ Class _____ Date _____

Tick one box for each statement. Red: need help. Amber: partly confident.
Green: can do independently.

I can	Red	Amber	Green
Product decisions			
Explain trade-offs between function, aesthetics and cost in the design mix.	☐	☐	☐
Interpret product life-cycle stages and explain their sales and cost implications.	☐	☐	☐
Evaluate differentiation and extension strategies, recognising life-cycle limitations.	☐	☐	☐
Pricing decisions			
Compare cost-plus, competitive, penetration, skimming and promotional pricing for different contexts.	☐	☐	☐
Calculate cost-plus prices and distinguish mark-up on cost from margin on selling price.	☐	☐	☐
Calculate price changes and revenue and explain why price cuts may not improve profit.	☐	☐	☐
Justify pricing using costs, competition, customers, technology, objectives and life-cycle stage.	☐	☐	☐

My next revision priority _____



BUS7 Making marketing decisions

Personal learning checklist | 2 of 2

GCSE Edexcel Business 1BS0 | Theme 2 / Paper 2

Name _____ Class _____ Date _____

Tick one box for each statement. Red: need help. Amber: partly confident.
Green: can do independently.

I can	Red	Amber	Green
Promotion decisions			
Compare advertising, sponsorship, trials, special offers and branding for a target audience.	☐	☐	☐
Evaluate targeted online advertising, viral promotion and e-newsletters.	☐	☐	☐
Judge promotion using sales, contribution and costs, recognising the limits of reach and views.	☐	☐	☐
Place and distribution			
Compare retailers and e-tailers using customer access, service, cost and product needs.	☐	☐	☐
Calculate online fulfilment costs and explain delivery, returns and stock-coordination challenges.	☐	☐	☐
The integrated marketing mix			
Explain how an integrated mix creates competitive advantage for the target market.	☐	☐	☐
Analyse how changes in price, product, technology or competition affect other mix elements and business functions.	☐	☐	☐
Justify marketing recommendations using case evidence, demand, costs, profit and key assumptions.	☐	☐	☐

My next revision priority _____