



**ST. FRANCIS
METHODIST SCHOOL**
Possibilities to Realities

Curriculum Description for Singapore-Cambridge GCE 'O' Level

GCE Ordinary Level - COMMERCE (7090)

The course is designed to provide students with an introduction to commercial activities and how these activities are influenced by changes in the commercial world. Students are expected to demonstrate the ability to think critically about the implications of commercial activities on the consumer, retailer, wholesaler, and producer in local and international context.

FORM OF EXAMINATION

Two papers will be set. Candidates must offer both papers.
Questions involving simple calculations may be set.

Paper 1 (30%) 1 hour

This Paper will consist of 40 multiple choice items.

Paper 2 (70%) 2 hours

This Paper will consist of 8 questions. There will be stimulus response questions (containing numerical, textual and visual information) and structured questions. Candidates will be required to answer four questions.

CONTENTS

1 PRODUCTION

- 1.1 The chain of production
- 1.2 Extractive, manufacturing and construction industries and tertiary activities
- 1.3 Specialisation and division of labour
- 1.4 Commerce Process of exchange of goods and services.
- 1.5 Trade Nature, purposes and importance of trade, both at home and overseas.
- 1.6 Aids to trade Banking and finance, communications, advertising, transport, warehousing, insurance.
- 1.7 The relationship between industry, commerce and direct services

2 RETAIL TRADE

2.1 Role of retailer in the chain of distribution

2.2 Types of retailer

2.3 Selling techniques, trends in retailing and the implications of e-commerce

2.4 Home shopping Mail order, shopping by phone, telesales, shopping by television, shopping on Internet.

2.5 Large scale retailing

3 CUSTOMER CREDIT

3.1 Use of credit

3.2 Types of credit

4 CONSUMER PROTECTION

4.1 Safeguarding the consumer

4.2 Methods of safeguarding the consumer

5 WHOLESALE TRADE

5.1 The role of the wholesaler in the chain of distribution

5.2 Functions and services of the wholesaler

5.3 Intermediaries Role of merchants and agents (including brokers and factors).

6 DOCUMENTS OF TRADE

6.1 Documents of home trade

6.2 Terms of payment Cash and trade discounts, mark up.

7 INTERNATIONAL TRADE

7.1 The importance of international trade

7.2 Balance of Trade and Balance of Payments

7.3 Customs Authorities

7.4 Trading blocs E.g. ASEAN, European Union, SADC.

7.5 Free trade and protectionism

7.6 Difficulties faced by exporters E.g. distance, language, methods of payment.

8 ADVERTISING

8.1 The role of advertising

8.2 Media Advertising media: advantages and disadvantages of main forms; factors affecting choice of medium.

8.3 Methods of appeal Devices and methods of appeal e.g. music, colour, famous people, emotions.

8.4 Sales promotion

8.5 Trends in advertising E.g. digital billboards, Internet.

9 COMMUNICATIONS

9.1 Importance of communications in the global economy

9.2 Methods of communications, internal and external

9.3 Post Office, Telecoms Services provided.

10 TRANSPORT

10.1 Transportation

10.2 Containerisation

10.3 Other trends in transportation

10.4 Transport documents Delivery/consignment note; bill of lading, air waybill.

10.5 International transport Services offered at seaports and airports.

11 WAREHOUSING

11.1 Role of warehousing

11.2 Types of warehouse

12 INSURANCE

12.1 Purposes of insurance

12.2 Business and personal risks

12.3 Insurance principles

12.4 Effecting insurance cover

12.5 Statistical basis of insurance

12.6 Effecting a claim

13 BANKING

13.1 Banking services

13.2 Means of payment for home and international trade activities

13.3 Trends in banking E.g. ATMs, telebanking, Internet banking.

14 THE BUSINESS UNIT

14.1 Location of a business

14.2 Public and private sector

14.3 Main forms of business organisation in the private sector

14.4 Multinationals

15 FINANCE

15.1 Sources of finance

15.2 Business finance

RESOURCE LIST

- A Anderton, GCSE Business Studies, 2004, Causeway Press, 1873929285
- D Butler, GCSE Business Studies, 2001, OUP, 0198327978
- M Gane, Commerce Examination Questions Answered (can be obtained from M Gane, 10 The Gower, Thorpe, Egham, Surrey, TW20 8UD, United Kingdom)
- Hughes and Loveridge, Textbook of Commerce, 4th Edition, 1992, Butterworths Tolley, 0406501289
- Kennerdell, Williams and Schofield, OCR GCSE Business Studies, 2001, Hodder Arnold, 0340790520
- D Loble, Success in Commerce, 1993, John Murray, 0719551579 (4th Edition), or 071955277X (International Student Edition)
- D Wallace, Coursework in Business Studies and Commerce, 1987, Causeway Press, 0946183376

Please refer to the SEAB website for more information regarding this course.

<http://www.seab.gov.sg>