



Cambridge Pre-U Business & Management (9771)

Additional guidance for this syllabus

Additional guidance given for this syllabus applies to specific components.

The following areas of syllabus content are suggested as key areas of focus for revision and final preparation, in relation to the May/June 2022 examinations.

Students will still be expected to apply their knowledge to unfamiliar contexts.

Additional guidance for Component 9771/01: Business Concepts

Questions in Section 1 are multiple choice and cover the whole syllabus. No additional guidance is given.

Questions in Section 2 and Section 3 will address the following topics, which are presented in syllabus order and not in question order:

Section 2 and Section 3 topic focus
1.6 Business opportunities and constraints
1.7 Planning
2.4 The marketing mix
2.8 Marketing strategy
3.5 Cash flow
4.1 Production methods
4.6 Managing projects
5.8 Employment law and collective representation

Additional guidance for Component 9771/02: Strategic Decisions

Questions in Section 1 and Section 2 will address the following topics, which are presented in syllabus order and not in question order:

Section 1 and Section 2 topic focus
1.8 Corporate issues
2.1 Marketing and objectives
2.7 International marketing
2.8 Marketing strategy
3.1 Costs, revenue, contribution and profit
3.6 Break-even analysis
3.7 Accounts

Additional guidance for Component 9771/03: Personal Investigation

Adjustments to the requirements for this component have already been made on our website. Please visit for further details: <https://www.cambridgeinternational.org/programmes-and-qualifications/cambridge-advanced/cambridge-pre-u/support-for-pre-u-june-2022/>

No further additional guidance is given for this component.