




What is a Functional Area?

A 'department' within a business with dedicated responsibilities.





What are the names of the
Functional Areas you need to revise
for the exam?

Marketing

Finance

Operations

Human Resources





**Which Functional Area would be
responsible for Health and
Safety of staff members?**

Human Resources





Which Functional Area would be responsible for managing an advertising campaign?

Marketing



Which Functional Area would be responsible for monitoring the business's cash flow?


Finance



Which Functional Area would be responsible for interviewing candidates for a job?

Human Resources





Which Functional Area would be responsible for monitoring the quality of the products produced?


Operations





What does Recruitment mean?

Finding the right people to fill the
right job vacancies.





**...and which Functional Area is
responsible for Recruitment?**

Human Resources



What are the 4 P's of the Marketing Mix?

Price

Product

Place

Promotion



Which Functional Area would be
responsible for carrying out
Market Research?

Marketing





**Which Functional Area would be
responsible for training new
members of staff?**

Human Resources



Who would be responsible for the Functional Activities in a sole trader business?

In a small business, like that owned by a sole trader, one person is likely to do lots of different tasks - there won't be dedicated teams of people for each task.

What does Logistics mean?

Getting raw materials in time for production and moving finished products to where they should be.



**...and which department is
responsible for Logistics?**

Operations




Which Functional Area would be responsible for reporting financial performance (profit etc.) to HMRC?

Finance

Which Functional Area are responsible for making sure the business get the 4 P's correct?

Marketing



Who would be responsible for the Functional Activities in a large business, like a company?

In large businesses there are often dedicated teams of people who carry out specific functional activities.

