

A *for* A:

Modern A-Level Exam Preparation

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Problem Formulation

- Hard to track progress due to lack of a systematic approach
- Unlike the structured Russian Unified State Exam (ЕГЭ), A-levels do not offer clarity on structure across topics
- Existing materials (PDFs) are static and do not support interactive learning

Please check the examination details below before entering your candidate information

Candidate surname	Other names
Pearson Edexcel	
Level 3 GCE	
Centre Number	Candidate Number
<input type="text"/>	<input type="text"/>
Friday 17 May 2019	
Afternoon (Time: 1 hour 30 minutes)	Paper Reference 8BS0/01
Business	
Advanced Subsidiary	
Paper 1: Marketing and People	
You do not need any other materials.	
Total Marks	

Instructions

SECTION A

Read Extracts A and B in the Source Booklet before answering Question 1.

- 1 (a) Define the term 'qualitative research'. (Extract A, line 7) (2)
- (b) Calculate the price elasticity of demand (PED) for a *Superdry* t-shirt if the price decreases by 10% and sales increase from 120,000 to 150,000. You are advised to show your working. (4)

Product overview

Web Application:

Dynamic platform transforming static PDFs into interactive flashcards



Machine Learning Integration:

Uses ML models to categorize exam questions

Interactive Study Cards:

Converts questions into interactive cards with metadata

Streamlined Process:

Offers a structured approach to learning and reviewing content

Transform Your A-Level Economics Revision

Interactive flashcards powered by machine learning to help you achieve an A



Try It Now

[Browse file](#) [Uploaded files](#) [Questions](#) [Create question](#) [Generate exam variant](#)

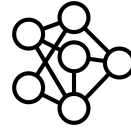
Key features



PDF uploading and parsing



Interactive question cards



Automatic topic detection

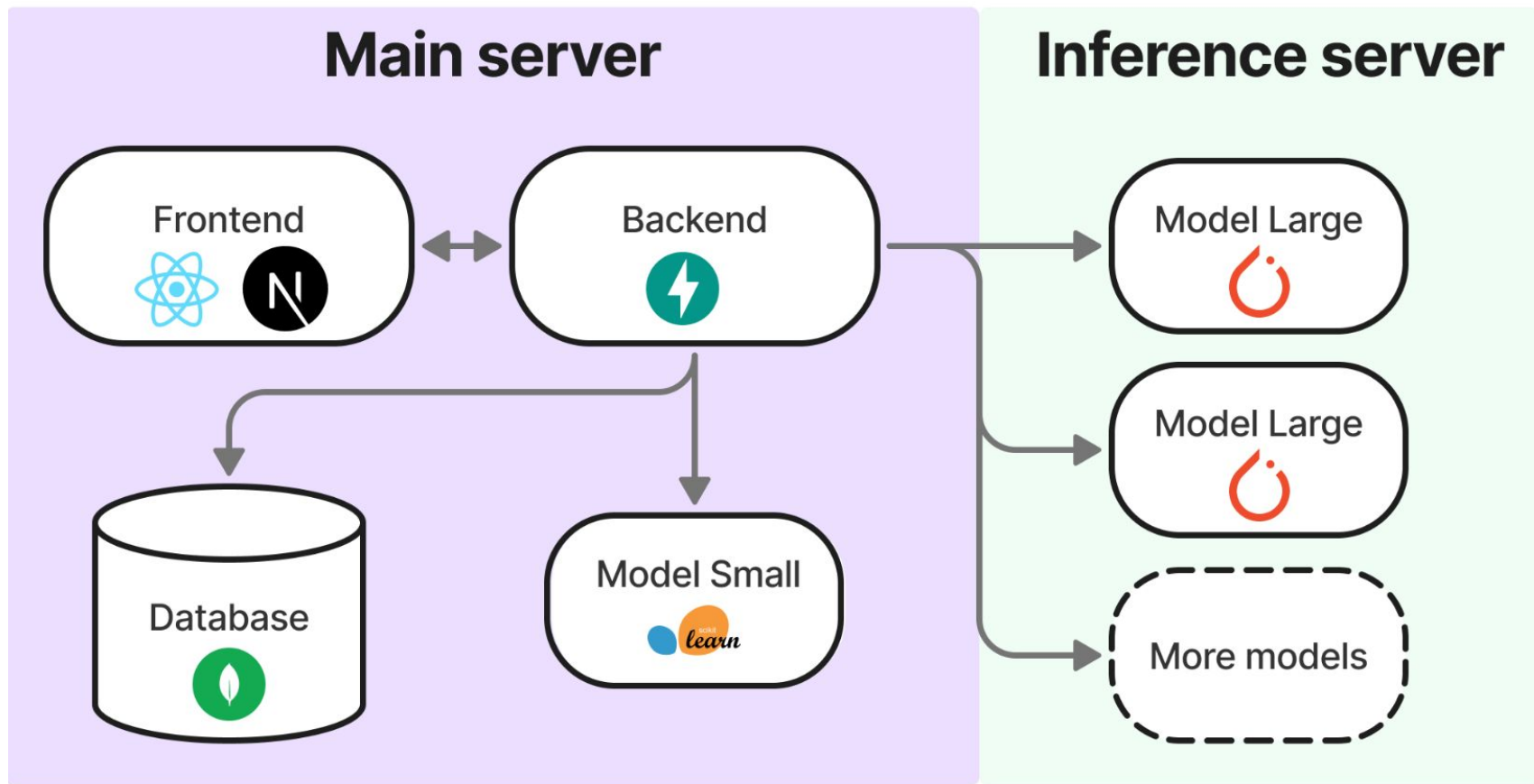


Exam Simulation

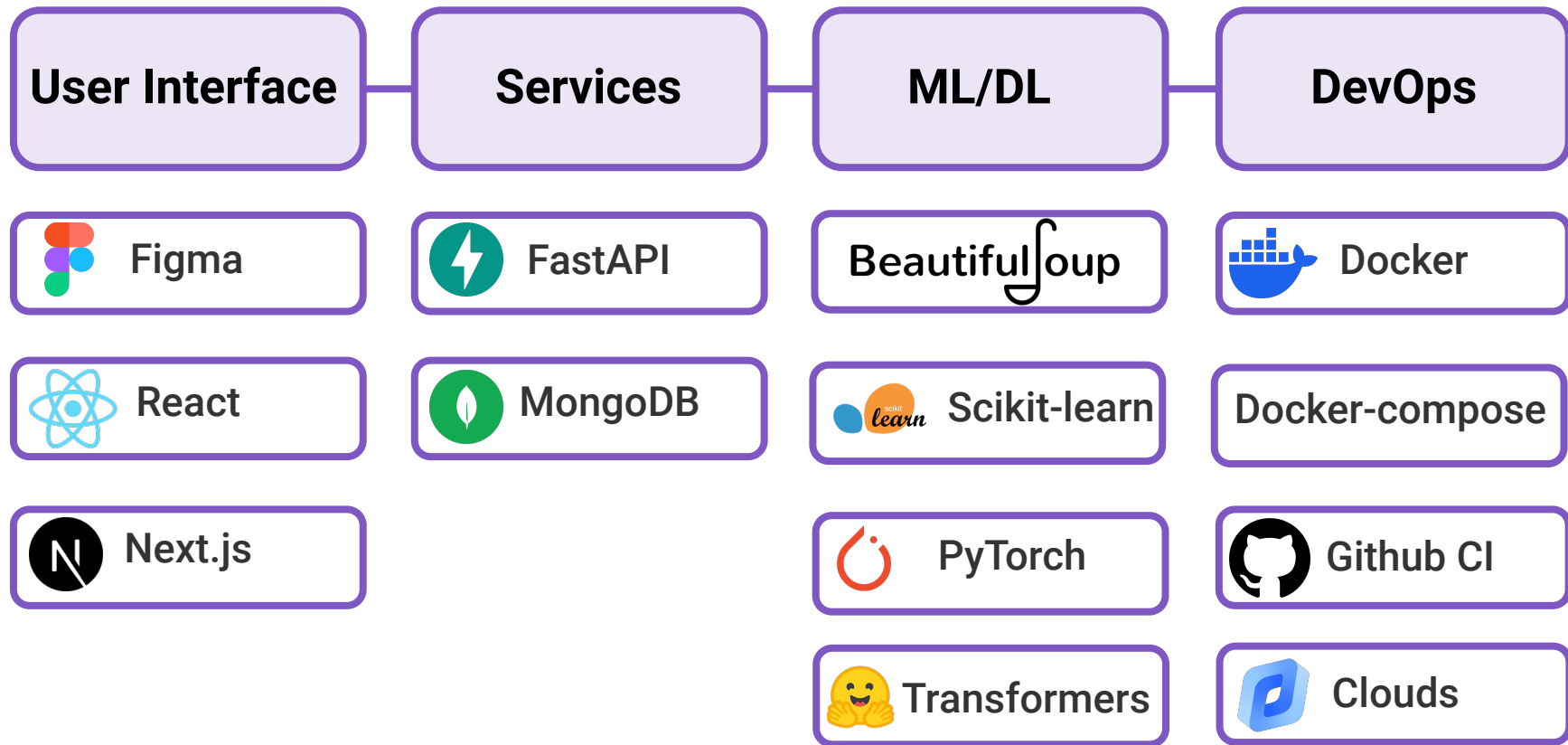


Question browsing

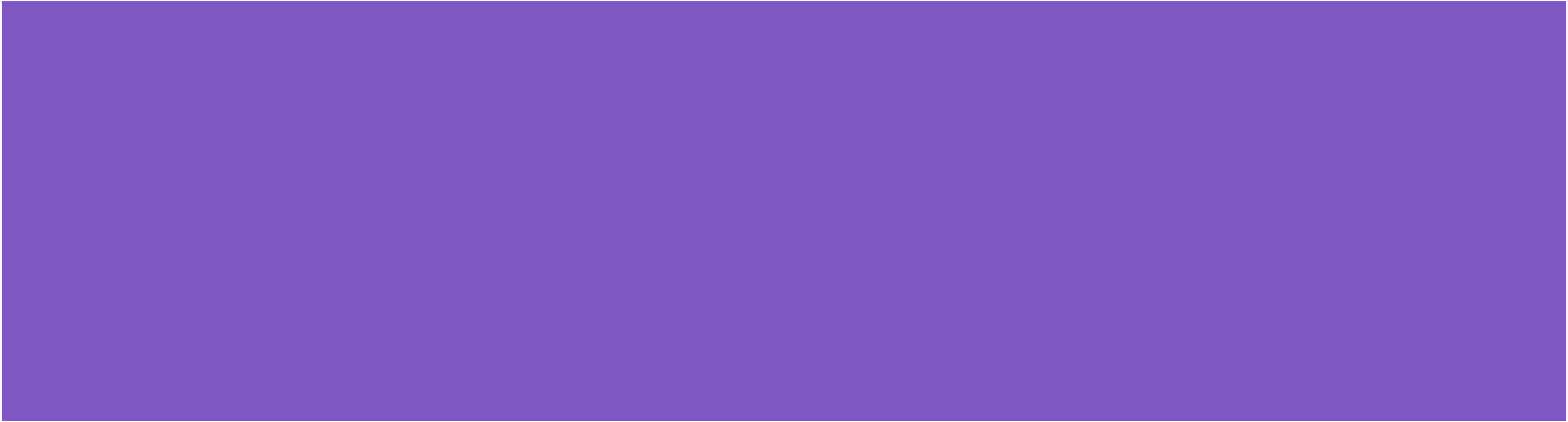
Product Architecture Overview



Technology Stack Overview



Machine Learning Part



ML: Task example

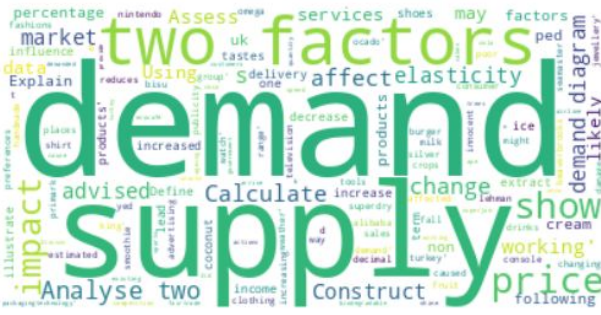


ML: Exploratory Data Analysis

Marketing mix and strategy



Market



Managing people



Entrepreneurs and leaders



Meeting customer needs



ML: Experiments

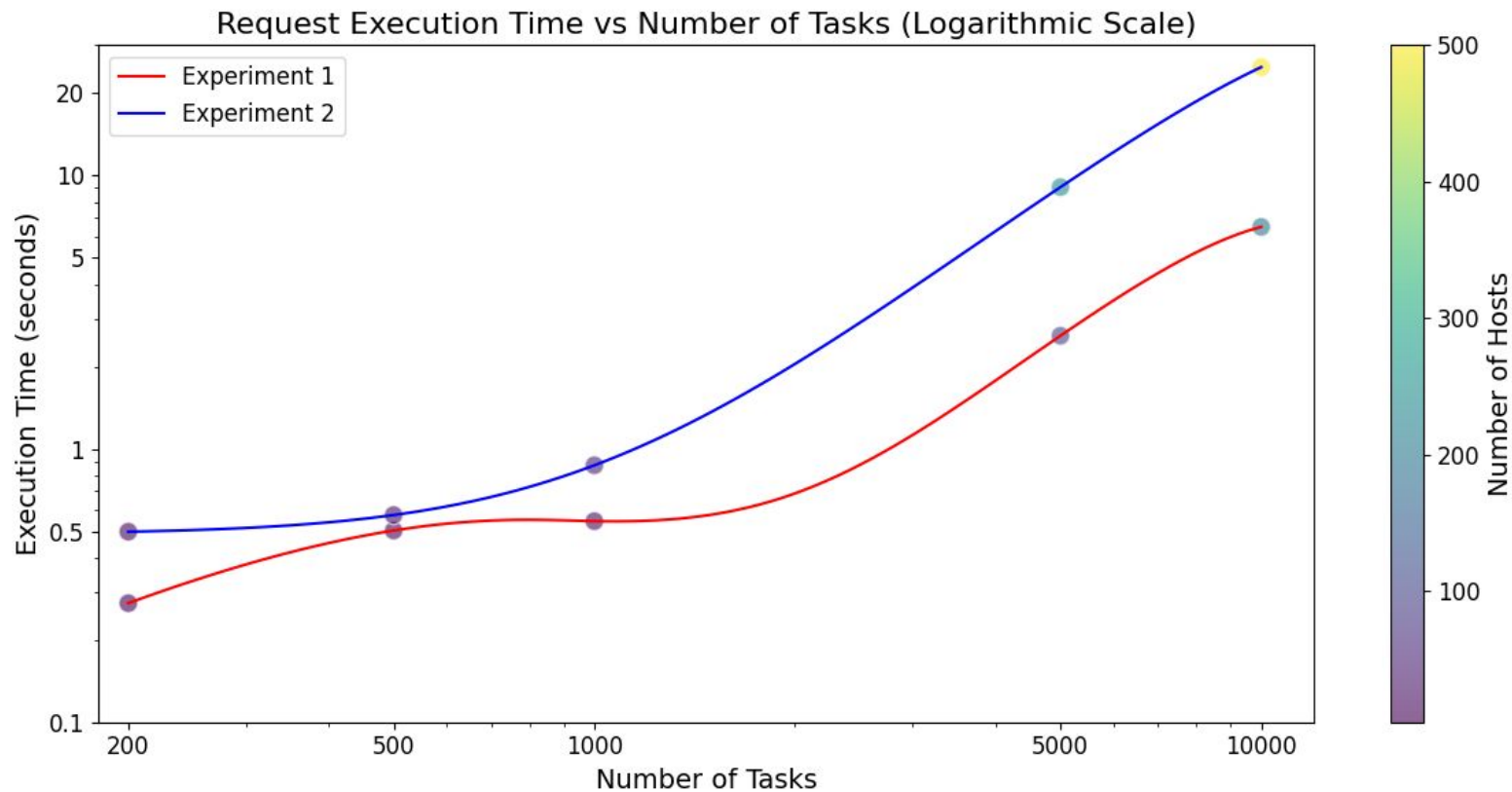
Tested models:

- YandexGPT
- Word2Vec + SVC
- TF-IDF + MNB classifier
- Distill-RoBERTa + Fully connected layers
- Distill-RoBERTa + KAN layers

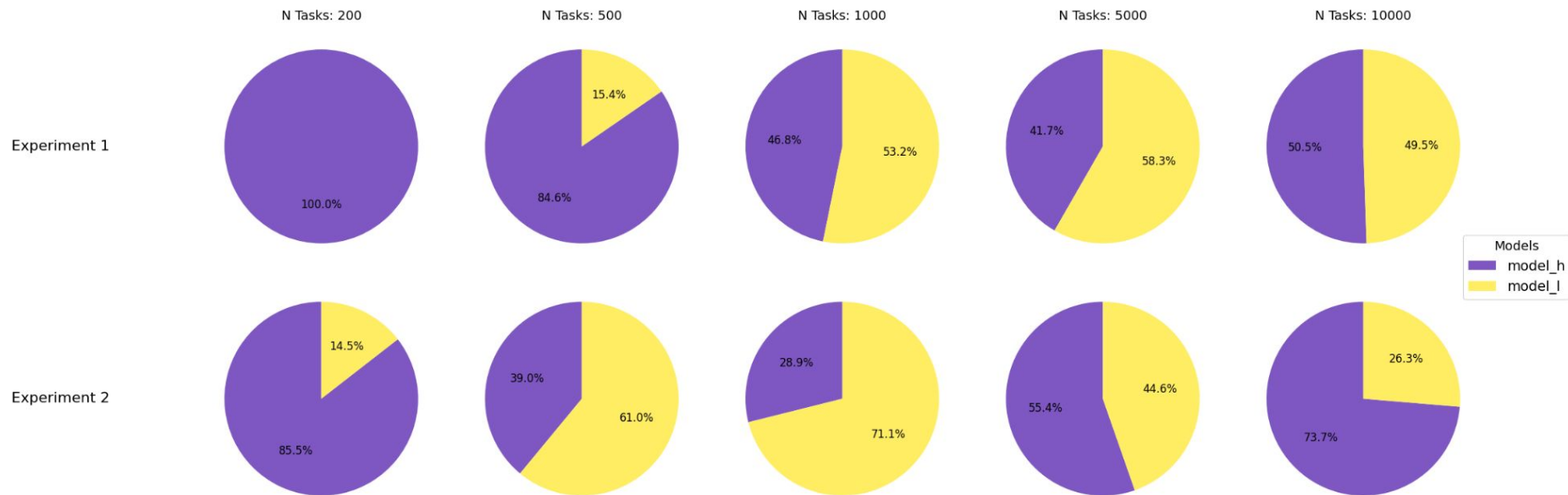
Production models:

- Model L:
Distill-RoBERTa + KAN layers
Accuracy and F1: 0.92
- Model S:
TF-IDF + MN Bayes classifier
Accuracy and F1: 0.87

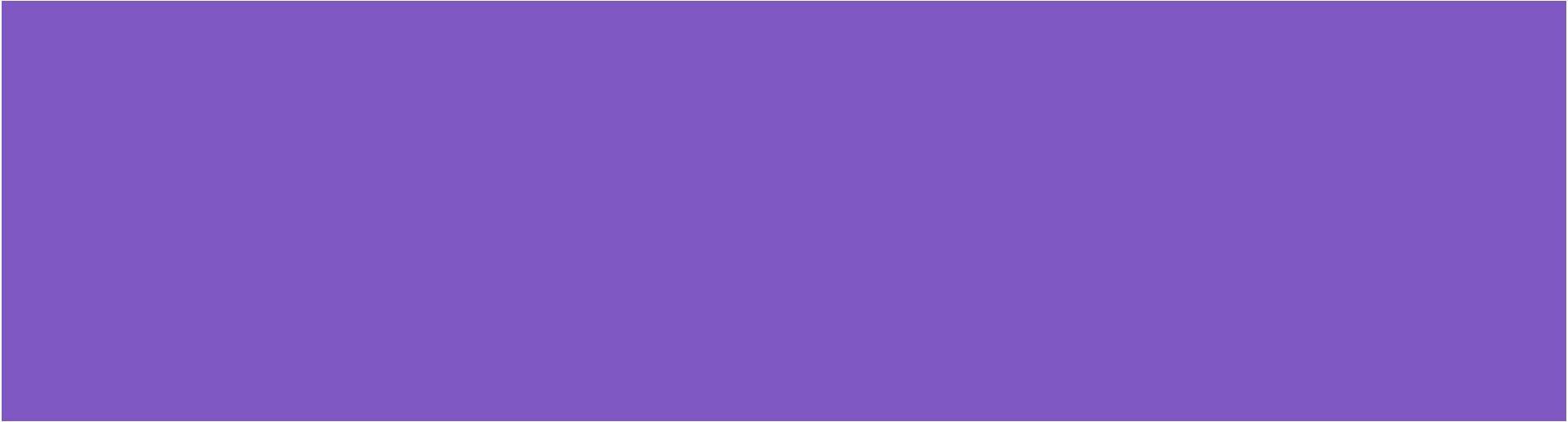
ML: Service Performance



ML: Balancer



Product Functionality



Upload the PDF with exam questions

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WBS11_01_que_20210422.pdf

✓ Upload complete

Please check the examination details below before entering your candidate information.


Candidate surname		Other names	
<input type="text"/>		<input type="text"/>	
Pearson Edexcel	Centre Number	Candidate Number	
International Advanced Level	<input type="text"/>	<input type="text"/>	
Time 2 hours	Paper reference	WBS11/01	
Business			
International Advanced Subsidiary			
UNIT 1: Marketing and people			
You must have:		Total Marks	
Source Booklet (enclosed)		<input type="text"/>	

Instructions

- Use **black** ink or ball-point pen.
- Fill in the boxes at the top of this page with your name, centre number and candidate number.
- Answer **all** questions in Sections A, B and C.
- Answer the questions in the spaces provided – there may be more space than you need.

[Submit](#)

Browse the questions and detect topics

8BS0_01_que_20190518.pdf Detect topics 



Task 1

1 What is meant by social enterprise?

Not Assigned

Mark: 2

Year: 2019



Task 2

What is meant by business objective?


Not Assigned

Mark: 2

Year: 2019



8BS0_01_que_20190518.pdf Detect topics 



Task 1

1 What is meant by social enterprise?

Marketing mix and strategy

Mark: 2

Year: 2019



Task 2

What is meant by business objective?

Entrepreneurs and leaders

Mark: 2

Year: 2019

Review all questions or the specific ones

Topic ▾	Ⓐ Mark ▾	📅 Year ▾
Clear All		
Topic	Question	
Marketing mix and strategy	1 What is meant by social enterprise?	
Entrepreneurs and leaders	What is meant by business objective?	
Marketing mix and strategy	Explain how The Good Hotel's social objectives could lead to an increase in added value.	
Meeting customer need	Explain how The Good Hotel in Guatemala could benefit from operating in a niche market.	
Marketing mix and strategy	Assess two methods The Good Hotel could use to develop customer loyalty.	
Marketing mix and strategy	Assess whether a unique selling point (USP) is the most important factor in determining a pricing strategy for a premium priced hotel, such as The Good Hotel.	
Managing people	What is meant by span of control?	
Managing people	What is meant by consultation?	
Market	Calculate, to 2 decimal places, the percentage fall in the price of an Omega Seamaster watch.	
Marketing mix and strategy	Explain how Beaverbrooks could use the Boston matrix.	

Create your own questions and detect the topic

Create question

Define the term: "niche market" |

Topic
Select an option ▼

Mark
1 + -

Year
2024 ▼

Detect topic Save



Create question

Define the term: "niche market".

Topic
Meeting customer needs ▼

Mark
1 + -

Year
2024 ▼

Detect topic Save

Topic	Percentage
Entrepreneurs and leaders	9%
Managing people	4%
Market	9%
Marketing mix and strategy	12%
Meeting customer need	66%

■ Entrepreneurs and leaders
■ Managing people
■ Market
■ Marketing mix and strategy
■ Meeting customer need

Generate your own exam variant

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Create Your Custom A-Level Economics Exam

Here you can create a custom A-Level Economics exam based on our extensive question database. Click the button below to generate an exam variant that meets the official A-Level exam structure, including Sections A, B, and C.

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Demo

Make sure to use VPN



The End

Thank you for your attention. We are ready for questions.