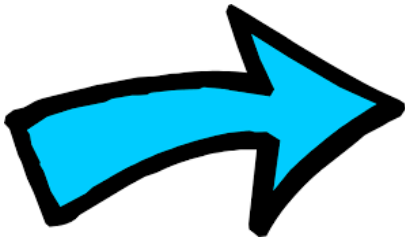


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EVALUATE QUESTIONS (12)



Use key terms and business concepts throughout (knowledge). Your answer must be in context (application). You need to give a thorough evaluation of business information and issues, including at least five linked, development points (analysis). Then you will need to make a valid and well-reasoned conclusion (evaluation).

The question will have an element of doubt. The balance will come from recognising this uncertainty.

What might it depend on? What factors should be considered? There should be consideration of concepts that might apply to the scenario e.g. cost pressures, exchange rates, the economy, competitors actions, ethics and environmental factors, business aims and objectives, entrepreneurial experience, capital available, consumer behaviour.

Q:

Explain one side of the argument in context. (i.e. successful/important/effective/benefit)

Meaning that...

Leading to...

Resulting in...

Explain the other side of the argument in context. (i.e. unsuccessful/not important/ineffective/weakness)

Meaning that...

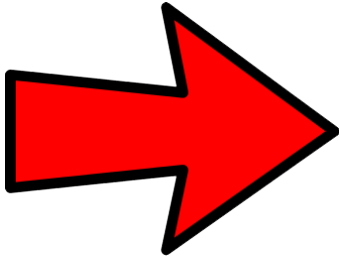
Leading to...

Resulting in...

Overall, I believe that...

Nonetheless, it will depend on...

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JUSTIFY QUESTIONS (9)



Your answer must be in context (application). You need to show that you understand the consequences, by making at least five linked, development points (analysis). Then you will need to make a justified judgement/decision (evaluation).

Your answer could be a benefit and a drawback of the option you are recommending, plus a justified judgement which may include 'it depends on'. Or a benefit of one option followed by a benefit of the other option, your recommendation with a justified justification which may include 'it depends on'.

Q:

A benefit of _____ (insert the first option) is...

Meaning that...

Leading to...

Resulting in...

However, a benefit of _____ (insert the second option) is...

Meaning that...

Leading to...

Resulting in...

The option I would recommend is _____. This is because...

Q:

A benefit of _____ (insert the option you are recommending) is...

Meaning that...

Leading to...

Resulting in...

However, a drawback of _____ (insert the option you are recommending) is...

Meaning that...

Leading to...

Resulting in...

Despite the drawbacks, this is still the best option because...

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DISCUSS QUESTIONS (6)



You need to show you understand the consequences, by making at least five linked, development points. This could be one impact/factor/benefit/drawback/method etc with five linked strands or two impacts/factors/benefits/drawbacks/methods with a total of five linked strands i.e. 2 on one and 3 on another.

Q:

One impact/factor/benefit/drawback/method (use the word in the question) is...

Meaning that...

Leading to...

Another impact/factor/benefit/drawback/method (use the word in the question) is...

Meaning that...

Leading to...

Resulting in...

Q:

One impact/factor/benefit/drawback/method (use the word in the question) is...

Meaning that...

Therefore,...

Leading to...

Resulting in...

And finally,...



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ANALYSE QUESTIONS (6)

You need to show you understand the consequences, by making at least five linked, development points. This could be one impact/factor/benefit/drawback/method etc with five linked strands or two impacts/factors/benefits/drawbacks/methods with a total of five linked strands i.e. 2 on one and 3 on another. **This time with context/application.**

Q:

One impact/factor/benefit/drawback/method (use the word in the question) is...

Meaning that...

Leading to...

Another impact/factor/benefit/drawback/method (use the word in the question) is...

Meaning that...

Leading to...

Resulting in...

Q:

One impact/factor/benefit/drawback/method (use the word in the question) is...

Meaning that...

Therefore,...

Leading to...

Resulting in...

And finally,...

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ONE TO THREE MARK QUESTIONS

1

Define (1)

Don't write too much (true for all 1 mark questions) – they are designed to save you some time for the later questions. There is more than one right answer, but it must be clear that you know what it means. E.g. Takeover could be 'where one business acquires more than 50% of another'. Don't introduce with questions i.e. A takeover is....

Give (1)

Don't write too much, in some cases one word is all that is needed. Give questions do not need to be applied. Q: Give one type of social media that a business could use to interact with its customers. A: Facebook (1). Don't introduce with questions i.e. A social media method is Facebook.

State (1)

State is similar to Give but this time with context. Q: Give one type of social media that ghd could use to interact with its customers. A: You Tube as it could upload hair demonstration videos. (1)

Identify (1)

Don't write too much (try for all 1 mark questions) – they are designed to save you some time for the later questions. These will only be used to read of a graph or table. A numerical answer will be needed. The answer MUST be in the correct units i.e. 32 days or 20kg.

Calculations (2)

There will always be four of these on a paper. There are no marks awarded for stating the formula in any of these questions. The marks are awarded for generating the correct answer. All questions will require you to give your answer to two decimal places.

Outline (2)

One mark for answering the question (i.e. giving a benefit/drawback etc), then one for development. However, a maximum of 1 mark is given if the answer is not in context.

2

3



Explain (3)

One mark for identification of method / impact / advantage / disadvantage / benefit / drawback / reason / conflict etc. Then two marks for the explanation. There is no application required.

Q:

One impact/factor/benefit/drawback/method (use the word in the question) is...

Meaning that...

Leading to...