

## How long will I have to complete the written exam?

The duration of the external assessment is 1 hour 30 minutes.

## What types of questions will appear in the exam paper?

The external assessment has two main parts to it, Part A and Part B.

**Part A** will have 16 multiple choice questions for you to answer. It is important that you read each of the questions and all the potential answers before making your selection. Never leave a question unanswered as you will not get a mark.

**Part B** will have a variety of different short answer questions with the marks being from 1–4 marks and three extended questions with a maximum mark of 8 marks.

The total marks available within the paper is 80 marks.

## Preparing for the exam

The external assessment is testing your ability to:

- Demonstrate your business knowledge and understanding.
- Apply your knowledge and understanding to the different questions using appropriate business terminology, concepts and theories that you have learnt in your lessons.
- Select, interpret and use different types of information within a question in order to formulate your answer.
- Evaluate; make judgements or recommendations from a scenario to show your ability to form a solution to a problem.

Before the external assessment make sure that you:

- Revise all the topics.
- Use past or specimen assessment materials for revision.
- Check you have the required equipment for the examination: black pens, highlighter pen, pencils, rubber, ruler and a calculator. All this equipment is permitted.

## Approaching the exam

When in the external assessment make sure that you:

- Look at the number of marks that are available for each question. This will help you work out how long you should spend on the answer.
- For higher mark questions such as 4–8 marks, check about halfway through your answer, that you are still answering the question and

haven't gone off the point that the question is asking. It is easily done so stop, and double check.

- Take care to read every question. As part A is multiple choice, read the question as well as each of the potential choices. If you want to change the answer that you have selected, make this clear on the exam paper otherwise the examiner might not know what your answer is! Do not give two answers as you will be awarded no marks.
- Read the command verb in the question and make sure that you answer it in the correct way. See the list of command words in the next section.
- If the question requires you to give your response within a business context (for example, a specific business) make sure that your answer is specific to that business using the information that you have been given. For example, Jamie Jones' sandwich business should maximize its sales by £100 because ...
- Just mentioning a business could mean that your answer is vague so make sure the whole of your response is in the business context.
- In questions that require a calculation, always show your working out.
- Try to use as much business terminology as possible to demonstrate your knowledge of enterprise and marketing concepts. For example, rather than saying 'money', which is a general term, you could use sales revenue or profit.
- Always re-read your response to ensure that you have answered all parts of the question.

## Command words

The exam paper will use a range of different command words in the questions. It is important that you are familiar with these words and what you need to demonstrate in your answer.

Study the list of command words in following table.

Command word	Meaning
Analyse	Your answer will need to identify the characteristics of a topic and discuss the pros and cons of the subject or argument and come to a conclusion.
Assess	Create a judgement on a particular topic and use some relevant facts to back up your judgement.
Calculate	Used for mathematical questions. You should show any formulae used and your workings as well as your answer.
Describe	You will need to give an account of the topic which could include the relevant characteristics, qualities, or events on the subject. Often it is best to give two or three points in your answer depending on the number of marks available for the question.
Discuss	Give a summary on a topic that shows understanding and offers a range of ideas and arguments or advantages and disadvantages.
Evaluate	Your answer must make a qualitative judgement based on different factors and using knowledge and evidence from a business context. A conclusion/decision must be made from the judgements.
Explain	Your answer will need to give some reasons on a particular topic to develop your answer and show your knowledge of the topic.
Identify	This will be a short answer normally consisting of a list of names. You will have to recognise the correct answer or prove why something is certain.
Recommend	Come to a conclusion, showing solutions to a problem with a range of advantages and disadvantages demonstrated.