

PERFECTING EXAM TECHNIQUE

TYPE OF QUESTION

6 mark questions: “Discuss” and “Analyse”

- Two different command words that link to 6 marks; “**Discuss**” and “**Analyse**”
- Both command words require analysis; the difference between them is the need to write in context
- The examiner is looking for 5 interconnected strands to award the top marks for analysis
- Levels based marking; the level that “best fits” the answer will be awarded

Command word	Question example	How to answer?
Discuss	“Discuss the likely drawback to a start-up business of setting up and running as a franchise operation”	<ul style="list-style-type: none">• Only one “Discuss” question in the paper found in Section A• No context is required• Assesses understanding and analysis only• Discuss does not mean look at both sides of the argument; answer the question set e.g. in this example just include the likely drawback(s)✓ No definition required✓ Show distinct understanding of the question content✓ Explain that point fully using 5 interconnected strands using connectives such as “this means that...” “therefore...” “as a result...” “in turn ...” <p>OR</p> <ul style="list-style-type: none">✓ No definition required✓ Include two points that answers the question specifically✓ Show distinct understanding of the question content in these points✓ Explain the two points made with 5 interconnected strands across the two points, again using connectives (as above)✓ In this instance, a “Discuss” question could be viewed as 2 x 4 mark “Explain” questions put together; this would mean that there would be 6 interconnected strands in the answer, if completed accurately; however, this method will provide a backup if one of the strands is either repeated or not strong enough to be rewarded by the examiner✗ DO NOT INCLUDE MORE THAN 2 POINTS; the mark scheme states that “detailed interconnected points with logical chains of reasoning” are required to achieve level 3; listed points with no explanation will score “0” for analysis; the answer may therefore overall only achieve Level 1, if knowledge and understanding is shown in the answer

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Analyse	“Analyse the impact on <i>Chicken & Grill</i> of using social media to promote the home delivery service”	<ul style="list-style-type: none">• Two “Analyse” questions will be found in the paper, only in Section B• Assesses application and analysis only; the answer given must relate to the extract• A variety of “Analyse” questions will be found in the exams e.g. “Analyse the impact...”, “Analyse the benefit...”, “Analyse the drawback...”✓ “Analyse” questions should be answered in much the same way as a “Discuss” question; the only difference is the context✓ No definition✓ Maximum one or two points explained with 5 interconnected strands✓ Ideally the points should be taken from the extract✓ The interconnected strands should refer to the context throughout and demonstrate a logical chain of reasoning <p>E.g. One impact on <i>Chicken & Grill</i> is that not all potential customers will use social media, so its use might restrict who gets the message about the new delivery service. (Point) This may mean <i>Chicken & Grill</i> miss out on potential customers (Strand 1) resulting in its revenue being restricted (Strand 2), the main reason for introducing the service and therefore profit will not be improved. (Strand 3)</p> <p>Another point in context would need to be included in order to reach the top levels of the mark scheme, with two more interconnected strands.</p>

PERFECTING EXAM TECHNIQUE

TYPE OF QUESTION

9 mark questions: "Justify"

- There will be two 9 mark questions in each paper; one in Section B and one in Section C
- These are important questions, as "Justify" questions represent 20% of the marks in each paper
- "Justify" questions will always involve a choice between **two** options
- Assesses application, analysis and **evaluation**; a judgement is therefore required
- Levels based marking; the level that "best fits" the answer will be awarded

The examiner is looking for:

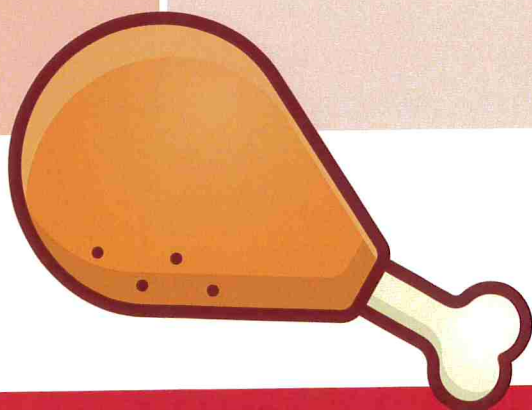
- An answer that shows accurate understanding of business concepts that is written fully in context
- 5 interconnected strands across a maximum of two points, to award the top marks for analysis
- Balance in the two analytical paragraphs
- A clearly justified, thorough judgement that is answering the question set

Command word	Question example	How to answer?
Justify	<p>"In order to increase the amount of sales made by <i>Chicken & Grill</i>, Niya and Paul are considering two options:</p> <p>Option 1: Reducing average prices by 10%</p> <p>Option 2: Increasing the amount they spend on promotion</p> <p>Justify which one of these two options Niya and Paul should choose"</p>	<ul style="list-style-type: none"> • Make a decision at the start as to which option you believe is the best for the business in its current situation (keep this in mind) • No definition <p>Structure your answer as follows to ensure your answer contains balance:</p> <p>Paragraph 1: Pro of the option you have chosen explained with connectives in context</p> <p>Reducing average prices by 10% would be good for Paul and Niya because..... (Point) which means (Strand 1) and therefore.... (Strand 2) resulting in.... (Strand 3)</p> <p>Paragraph 2: A con of the option you have chosen explained with connectives in context</p> <p>For example: However, a disadvantage of reducing average prices is that ... (Point 2) because..... (Strand 4) which means (Strand 5)</p> <p>OR</p> <p>a pro of the second option explained with connectives in context to balance with the pro of the first option already given (it is worth noting that is deemed easier to achieve higher marks through the pro/con of one option rather than following this structure)</p>

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TYPE OF QUESTION

Command word	Question example	How to answer?
		<p>Paragraph 3: Conclusion</p> <p>Overall I think:</p> <p>(A) – Answer the question; avoid sitting on the fence</p> <p>(J) – Justify why you have chosen that option. Use the phrasing “Not only would it be good because... <i>refer back to the +ve point(s) you have referred to in your earlier paragraph</i>, but also it is good because... (additional evidence to support your judgement IN CONTEXT)</p> <p>(I) – “It depends” on factor; what does your judgement depend upon? Explain at least one depend on factor that your judgement hinges on; in addition, consider whether your judgement will differ in the short-term/ long-term? If it does, explain why in this section of the conclusion</p> <p>(M) - Explain the most important reason why you have come to this judgement; this may include reasons why an alternative argument has been rejected (think carefully about the situation of the business, its finances, its aims when making this decision, the risk involved, impact of external influences)</p> <p>Remember to:</p> <ul style="list-style-type: none">✓ Embed your answer in the extract throughout✓ Convince the examiner your judgement/choice is correct for the business; write a nice, detailed chunky paragraph here!✓ Remember balance; you need to ensure that your answer has clear balance in your analysis paragraphs i.e. a pro of one option versus a con of the same option (preferred structure) OR a pro of one option against a pro of the alternative option, with consideration as to why the alternative has been rejected in the conclusion



12 mark questions: "Evaluate"

- There will be one 12 mark question in each paper found in Section C only
- **"Evaluate"** questions assess **understanding**, application, analysis and **evaluation**
- **Understanding** of business and the business world is the main difference between a 9 mark question and a 12 mark question
- Levels based marking; the level that "best fits" the answer will be awarded

The examiner is looking for:

- Accurate use of key terms; thorough knowledge and understanding of business
- An answer fully in context
- 5 interconnected strands across a maximum of two points, to award the top marks for analysis
- Balance in the analysis paragraphs
- A detailed, valid and well supported conclusion that is answering the question set directly, **but also links in other business information that would have an impact on the overall judgement**

Command word	Question example	How to answer?
Evaluate	<p>"Evaluate whether Dave has the entrepreneurial skills required to make the business a success.</p> <p>You should use the information provided as well as your knowledge of business"</p>	<ul style="list-style-type: none">• Define the key term in the question if you wish to demonstrate knowledge and understanding from the outset of the answer• Ensure you accurately demonstrate knowledge and understanding of business concepts, issues and key terms accurately throughout your answer to gain all the marks for understanding• Link in other factors/knowledge that would be relevant to the question in its current situation e.g. Dave is a carpenter who makes made to measure bedroom furniture; therefore it would be feasible to include Ikea or other competitors in your answer if you believe they were relevant to your argument or judgement <p>Structure your answer as follows:</p> <p>If you wish, define one key term that is stated in the question to help you focus on the demands of the question set</p> <p>Paragraph 1: Argument agreeing with the statement</p> <p>On one hand Dave has the necessary skills and experience to succeed because..... (Point) which means (Strand 1) and therefore.... (Strand 2) resulting in.... (Strand 3)</p>

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Command word	Question example	How to answer?
		<p>Paragraph 2: Counter-argument</p> <p>However, it could be argued that Dave does not possess the necessary skills to succeed because ... (Point 2) which means that..... (Strand 4) and therefore (Strand 5)</p> <p>Paragraph 3: Conclusion</p> <p>Use the same approach as described in the “justify” question linked to AJIM</p> <p>Ensure that additional and accurate business information is brought into the conclusion that is wholly relevant to the context set</p> <p>Remember to start your paragraph with “Overall I think...”</p> <p>It is vital to include depend on factors, short-term/long-term implications</p> <p>Remember again to:</p> <ul style="list-style-type: none">✓ Embed your answer in the extract throughout✓ Ensure you have balance in your analytical paragraphs✓ Convince the examiner your judgement is correct for the business in the extract in its current situation; bring in additional information and write a nice, detailed chunky paragraph here!✓ Watch the time; ensure you leave sufficient time to answer this question fully

