

PERFECTING EXAM TECHNIQUE

STUDENT GUIDE

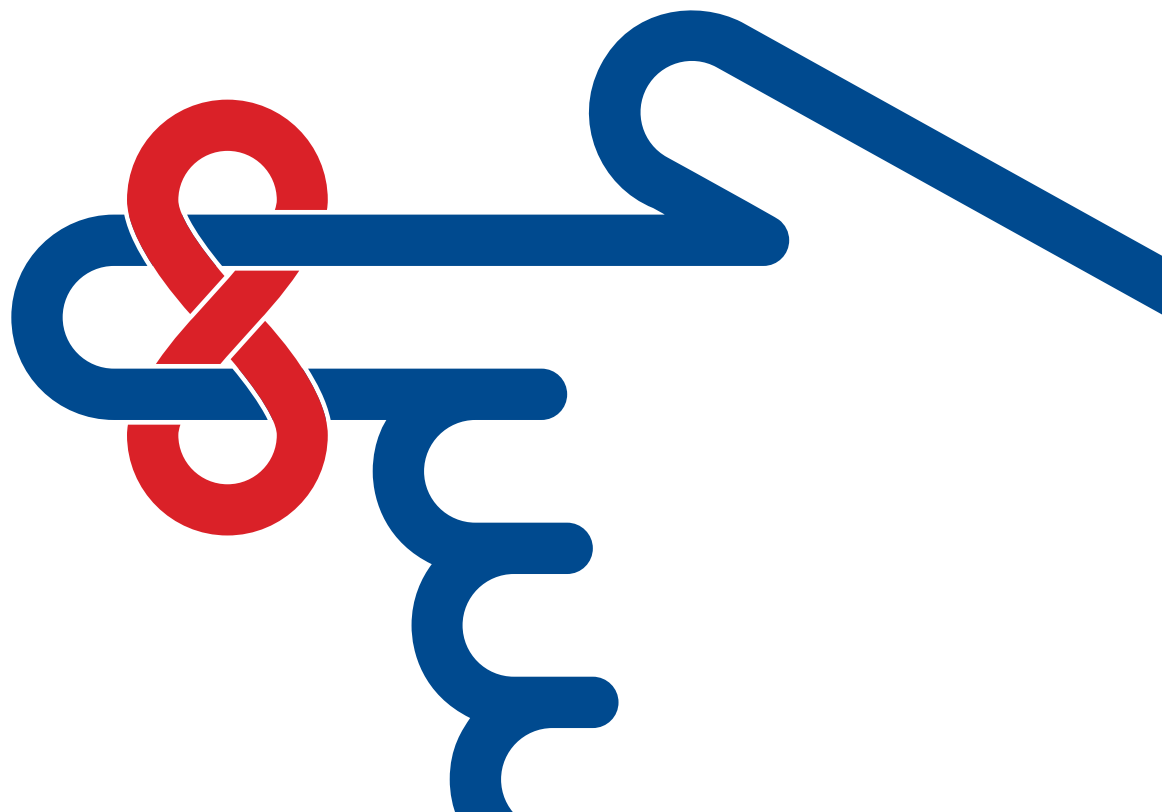
EDEXCEL GCSE BUSINESS (9-1) EXAM ESSENTIALS

A reminder about the papers:

- ✓ You will sit two papers
- ✓ Paper 1 assesses “Theme 1 – Investigating Small Business”
- ✓ Paper 2 assesses “Theme 2 – Building a Business”
- ✓ Each paper is worth 50% of the total GCSE marks
- ✓ Each paper is 90 minutes long and is worth 90 marks
- ✓ Both papers are identical in structure (or just about “an outline question may be interchanged with a calculate question”) and will have three sections:

Section A	No extract	35 marks
Section B	Extract: Extract 1	30 marks
Section A	Extract: Extract 2	25 marks

- ✓ Questions will consist of a mixture of MCQs, calculation, short answer and extended response





Top tips for success in the exam:

A reminder about the papers:

- ✓ Manage your time effectively – roughly a minute a mark! You should make up some time on the multiple choice questions, which will help you to gain some time to read the two “extracts” or case studies in the exam
- ✓ One way of managing your time easily is to break up the paper into 30 minute chunks and think:
 - ✓ after 30 mins, I should have finished all of Section A where there is no extract
 - ✓ after 60 mins, as well as Section A, I should have now finished all of Section B that relates to the first extract
 - ✓ which leaves the last 30 minutes to complete Section C that relates to the second extract
- ✓ Read every question twice – just to ensure that you answer the question that is specifically asked and not a different question!
- ✓ Don’t forget that Section A is not looking for any context... but the explain questions, found only in Section A, are worth 20% of the total GCSE marks – so take care in answering them precisely!
- ✓ Read the extracts very carefully in Section B and Section C. The best marks will be awarded when answers are written in context; context can only be awarded if you have read the extract! Mentioning the name of the business or something that is found in the question is not enough for context to be awarded - **your answer has to be embedded in the case!** This means talk about the business in your answer, but don’t just copy bits from the extract word for word; use the extract to help support your answer!
- ✓ Remember in “Discuss”, “Analyse”, “Justify” and “Evaluate” questions – you need to include **five** interconnected points across a **maximum of two points** to help you reach the highest levels in the mark scheme
- ✓ Always finish the paper
- ✓ Never leave a question blank
- ✓ Learn all the content and the key terms in the specification carefully – you need to therefore use the specification as part of your revision!

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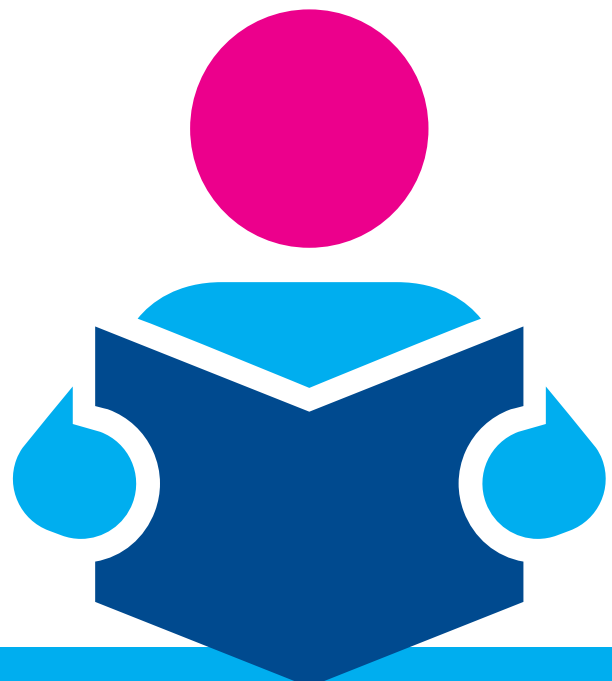
TYPE OF QUESTIONS

REMEMBER THE ORDERING AND THE QUESTION TYPES WILL ALWAYS BE THE SAME IN PAPER 1 AND PAPER 2

1 mark questions: "MCQs" and "Complete the table"

- Points based marking – 1 mark per relevant point
- **MCQs** will be found in Section A only and may require the selection of more than one answer (in this case, the question would be worth 2 marks)
- **"Complete the table"** will only be found in Section A (again two figures may be required, which would mean, in this instance, the question would be worth 2 marks)

Command word	Question example	How to answer?
MCQ		<ul style="list-style-type: none">✓ Ensure a cross is put clearly in the appropriate box for MCQs✓ If you change your mind, put a line through the box and mark the new answer with a cross✓ If you do change your mind, refer back to the instructions at the start of Section A to ensure you are following them precisely; the key is to make sure your answer is clear
Or		
Complete the table	"Complete the table with the two missing figures"	<p>Complete the table</p> <ul style="list-style-type: none">✓ Ensure the figures are clear and are entered in the appropriate box(es)✓ Read the question carefully; if two figures are asked for then ensure that two figures are included



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TYPE OF QUESTION

1 mark questions: “State”, “Define”, “Identify” and “Give”

- Points based marking – 1 mark per relevant point
- The different command words that link to one mark are “**Define**”, “**Give**”, “**State**”, “**Identify**” which will be found in Sections B and C only

Command word	Question example	How to answer?
State	“State one source of finance that Jim and Sue could use to start up the business”	<ul style="list-style-type: none">✓ One point should be clearly stated in context clearly answering the question set✓ Avoid including two points, or in this question sources, just in case one is wrong! This is just wasting time!✓ Don’t over answer – a lengthy paragraph will again just waste time and gain no extra marks; a few words is sufficient to gain the mark available✓ Don’t forget context in Sections B and C; if the point would not be appropriate to the business in the extract, the mark will not be awarded
Define	“Define the term internal growth”	<ul style="list-style-type: none">✓ Provide a clear and concise definition of the term✓ As this type of question is found in Sections B and C, good practice would be to include an example linked to the extract or to write the answer in context from the outset✓ Don’t over answer – a lengthy paragraph will just waste time and gain no extra marks; a few words will be sufficient
Identify	“Identify one element Dave should include in his business plan”	<ul style="list-style-type: none">✓ One element should be clearly stated✓ Ensure that the answer is linked to the extract; a generic answer will not be awarded the mark e.g. “As Dave needs to organise a loan with the bank, he should include sources of finance in his business plan.”
Give	“Give one reason why <i>Online Book Selling’s</i> gross profit might have reduced”	<ul style="list-style-type: none">✓ Ensure just one reason is given✓ Ensure that the reason is linked to the context✓ Avoid over answering – give the reason in context and move onto the next question

2 mark questions “Calculate” and “Outline”

- Points based marking – 1 mark per relevant point
- “**Calculate**” questions can be found in any Section of the exam paper
- “**Outline**” questions will only be found in Sections B and C

Command word	Question example	How to answer?
Calculate	“Calculate the number of meals the business would need to sell each week in order for the delivery service to break even. You are advised to show your workings”	<ul style="list-style-type: none">✓ As the question says, clearly show all your LABELLED workings required in the calculation✓ Ensure the answer is written on the answer template inside the workings box✓ The answer template is the line where the units, £ sign etc will be given✓ Do not waste time writing the formula, unless it helps you to complete the calculation accurately; there are no marks awarded for the formula✓ Do not write the final answer anywhere else than on the template line! Examiners are trained to look at this line for the answer; if a different answer is given on that line, you may only be awarded one mark (at best) for workings, despite the correct answer being written elsewhere!
Outline	“Outline one benefit to Niya and Paul of operating <i>Chicken & Grill</i> as a partnership”	<ul style="list-style-type: none">✓ One reason in context should be given that is then explained with one interconnected strand✓ Using connectives such as “this means that...” or “this is a benefit for Niya and Paul because...” will help to ensure your points are interconnected <p>E.g. “One benefit would be that Paul and Niya can share the financial risk. This would be particularly good for them in their situation because and therefore...”</p> <p>Remember if an explanation is given but with no context, the answer will only achieve one mark</p>

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TYPE OF QUESTION

3 mark questions: "Explain"

- Points based marking – 1 mark per relevant point
- "Explain" questions will only be found in Section A
- There will be 6 explain questions found in each paper, which will make up 20% of the overall GCSE marks; these questions are therefore very important to answer correctly!

Command word	Question example	How to answer?
Explain	"Explain one disadvantage to a business of an increase in interest rates"	<ul style="list-style-type: none">✓ Include only one point that answers the specific question set✓ No context is required✓ The point given should be explained using two interconnected strands✓ Using connectives x 2 such as "this means that..." "therefore..." "as a result..." "in turn ..." will help you to achieve full marks in this type of question <p>E.g. Interest payments on business overdrafts are likely to increase (1), which means expenses increase (1), which could result in lower profits. (1)</p>



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✓ State one point that answers the question specifically✓ 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✓ Explain the two points made with 5 interconnected strands across the two points, again using connectives (as above)✓ 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 and will therefore overall only achieve Level 1, if knowledge and understanding is shown in the answer

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TYPE OF QUESTION

Command word	Question example	How to answer?
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 Chicken & Grill 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 Chicken & Grill miss out on potential customers (Strand 1) limiting the revenue that the business can generate (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>

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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
- "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:

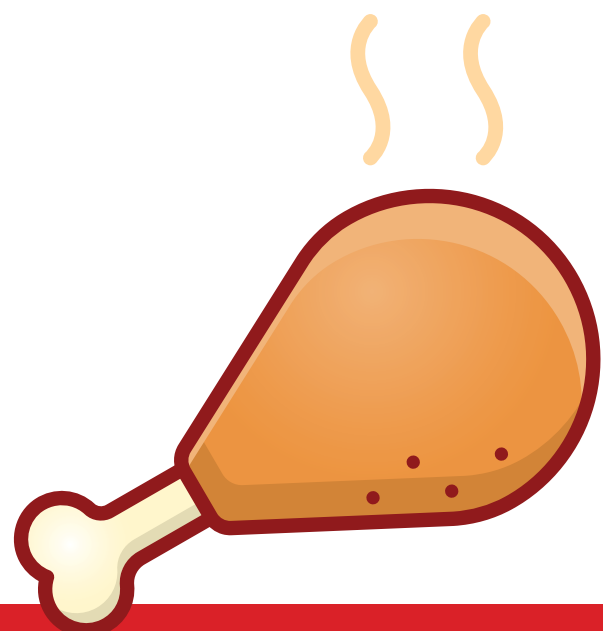
- An answer that shows accurate understanding of business concepts that is written fully in context
- 5 interconnected strands across a maximum of two points, to award the top marks for analysis
- A clearly justified, thorough judgement that is answering the question set

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 Structure your answer as follows: <p>Paragraph 1: Pro of the option you have chosen explained with connectives in context</p> <p>On one hand 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: Either another pro of the option that has been chosen</p> <p>OR</p> <p>a con of the second option explained with connectives in context</p> <p>Another advantage of reducing prices by 10% would be... (Point 2) because..... (Strand 4) which means (Strand 5)</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; does your judgement depend upon anything? If so include it here; alternatively will the judgement differ in the short-term/long-term</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)</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!



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TYPE OF QUESTION

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 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
- A detailed, valid and well supported judgement that is answering the question set

Command word	Question example	How to answer?
Evaluate	<p>"Evaluate whether Dave has the necessary skills and experience for his business to succeed in the current business environment.</p> <p>You should use the information provided as well as your knowledge of business"</p>	<ul style="list-style-type: none">• No definition• Link in other factors/knowledge that would be relevant to the question and business 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 believed it was relevant to your argument or judgement <p>Structure your answer as follows:</p> <p>Paragraph 1: Argument agreeing with the statement 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> <p>Paragraph 2: Counter-argument 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>

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TYPE OF QUESTION

Command word	Question example	How to answer?
		<p>Paragraph 3: Conclusion</p> <ul style="list-style-type: none">✓ Use the same approach as described in the “justify” question linked to AJIM✓ Remember to start your paragraph with “Overall I think...” <p>Remember again 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!

