

**GIVE/STATE/
IDENTIFY**

1 mark

You will gain **1 mark** for each **different point** you make

DO NOT write a **lengthy sentence** for each point you make
•Make sure your **points** are **different**

**MULTIPLE CHOICE
QUESTIONS**

1 mark per answer

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

**COMPLETE THE
TABLE**

1 mark per answer

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

Explain

3 marks

Only in Section A

Always 3 marks – assessing knowledge and understanding only

No context required

Need to use **2 connectives** – no full stop until the end of the sentence.

6 explain questions per paper – 20% of the marks for each paper

Key connectives:

which means....

because...

this leads to...

DISCUSS

6 marks

Always 6 marks – assessing understanding and analysis only

No context

How to answer it:

MUST HAVE 5 CONNECTIVES IN THE ANSWER

1 point made with 4 connectives

OR

2 points – one with 3 connectives and one with 2 connectives

2 points do not need to be an advantage and a disadvantage, just 2 relevant points

Key connectives

...however...therefore...

...is important because...

...is more/less important because...

...is most important because...the consequence of this...

CALCULATE

2 marks

Found in all 3 sections

1 Mark for technique, 1 mark for correct answer.

NO MARKS FOR FORMULA

ANSWER MUST BE ON THE ANSWER LINE FOR THE MARK

(b) Using the information below calculate the closing balance for the business. You are advised to show your workings.

Opening balance: £38,560
Cash inflows: £119,430
Cash outflows: £98,120

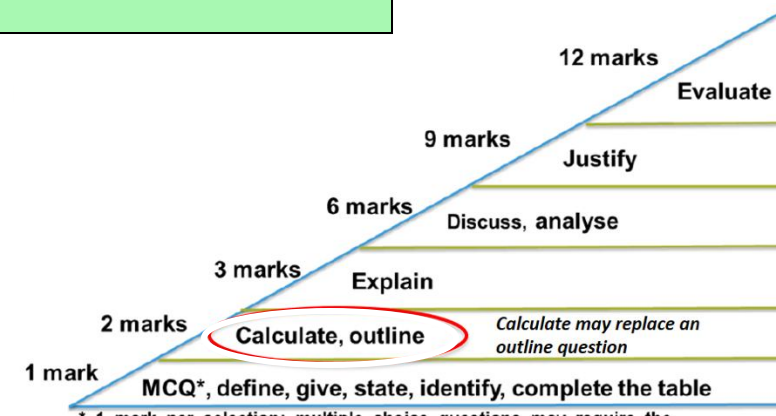
(2)

£.....

BUSINESS STUDIES
COMMAND WORD TECHNIQUE MAT
(GCSE 9-1)

NO CONTEXT NEEDED

****Keep looking back at the question when answering****



OUTLINE 2 marks

Found in Sections B and C

• For **2 marks** you need to make **one point** and **develop** it

• **Context** needed in Section B and C

• **Use of 1 connective** to **explain the point – how why**

• **Note: A list of points with no development will only score 1 mark**

Key connectives:
which means.....
because
therefore

ANALYSE 6 marks

Two “Analyse” questions will be found in the paper, only in Section B

SAME STRUCTURE AS A DISCUSS ANSWER – BUT MUST BE IN CONTEXT OF THE CASE STUDY

• A variety of “Analyse” questions will be found in the exams
e.g. “Analyse the impact...”, “Analyse the benefit...”, “Analyse the drawback...”

No definition

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

Key connectives

...however...therefore...

...is important because...

...is more/less important because...

...is most important because...the consequence of this...

JUSTIFY 9 marks

2 Question – 1 in section B and one in C

Justify questions – you will ALWAYS have two options to choose from

MUST BE CONTEXT OF THE BUSINESS - PCC

How to answer it:

MUST HAVE 5 CONNECTIVES IN THE ANSWER

USE PECAN

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:

Paragraph 1: Pro of the option you have chosen explained with connectives in context

Option 1 would be good for XXXX because..... (Point) which means (Strand 1) and therefore.... (Strand 2) resulting in.... (Strand 3)

Paragraph 2: a con of the option you have chosen explained with connectives in context

However a disadvantage of XXXXX would be... (Point 2) because..... (Strand 4) which means (Strand 5)

Then make it clear why your Decision is the best option and why

State why did not choose the other option

Key connectives

...however...therefore...

...is important because...

...is more/less important because...

...is most important because...the consequence of this...

... I did not choose the other option because...

EVALUATE 12 marks

1 Question – Found in Section C

MUST USE THE SAME TECHNIQUE AS JUSTIFY.

DIFFERENCE IS THE TYPE OF QUESTION – YOU HAVE TO MAKE A DECISION ABOUT THE CHOICES THE BUSINESS MAKES – NO OPTIONS GIVEN

Conclusion For EVALUATE AND JUSTIFY (AJIM)

Overall I think:

(A) – Answer the question; avoid sitting on the fence

(J) – Justify why you have chosen that option. Use the phrasing “Not only would it be good because ... *refer back to the +ve point(s) you have referred to in your earlier paragraph*, but also it is good because (additional evidence to support your judgement IN CONTEXT)

(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

(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)

Remember to:

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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CONTEXT NEEDED

****Keep looking back at the question when answering****