

GCSE Business Studies – Exam mat

1 Mark Questions – State / Define / Identify / Give

- Write the answer, this could be one or two words or one sentence.
- Do not explain your answer.

1 Mark Questions – Complete the table

- Write the answer in the table.

2 Mark Questions – Calculate

- If you are using a formula write it down.
- Always show your workings.
- Where applicable write your answer to 2 decimal places.
- Use the right unit if required (e.g. £, kg, weeks)
- Write the answer on the line.

2 Mark Questions – Outline

- State one benefit / drawback / impact / method etc.
- Provide one strand of development.
- Answer using the context provided in the case study.

3 Mark Question - Explain

- For **three** marks, there will be **one** method identified and **two** clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...' 'because...' etc
- **AS IT EXPLAINS ONE METHOD, YOU CAN NOT GIVE THREE SEPERATE POINTS**
- **AS IT EXPLAINS ONE METHOD, YOU CAN NOT GIVE A DEFINITION**
- The answer **must be** rooted in the context of the business to secure all three marks.

6 Mark Question - Discuss

- For **six** marks, there will be **two** factors identified.
- For each factor there will be **one** factor identified and **two** clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...' 'because...' etc

6 Mark Question - Analyse

- For **six** marks, there will be **two** factors identified with some counter balance.
- Paragraph 1 should identify **one** advantage / benefit with **two** clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...' 'because...' etc
- Paragraph 2 should start with a connective and identify **one** disadvantage / limitation with **two** clearly identifiable linked strands of explanation between the statements. These may contain connective words such as, 'this leads to...' 'because...' etc

9 Mark Question – Assessing two options / Justify

- For **nine** marks you must assess which of the two options is the most suitable.
- Paragraph 1 should identify one advantage of option 1 with an explanation of why it is a benefit to the business. It should go onto explain a limitation of option 1 explaining why it is a drawback to the business.
- Paragraph 2 should identify one advantage of option 2 with an explanation of why it is a benefit to the business. It should go onto explain a limitation of option 2 explaining why it is a drawback to the business.
- The answer needs an overall conclusion at the end, giving your decision and justification of the option you chose. Use an 'it depends' statement to support your conclusion
- Remember the 3 x Cs (context, counterbalance, conclusion)

12 Mark Question - Evaluate

- The aim here is for candidates to make a **judgement**.
- There is no right and wrong answer. The aim is for candidates to make a **judgement with development**
- Paragraph 1 should explain one suitable supporting factor that are fully developed
- Paragraph 2 should explain a 2nd suitable supporting factor again fully developed
- Paragraph 3 should give counterbalance – explaining a limiting factor again fully developed
- Paragraph 4 should offer a conclusion, answering the question and using an 'it depends' statement.
- Your answer must be in context.