

<p><u>Questions are split into 4 categories</u></p> <p>AO1 – Showing knowledge AO2 – Applying knowledge AO3 – Analyse AO4 – Evaluate</p>	<p><u>Multiple choice questions (AO1) 1 or 2 marks</u></p> <ul style="list-style-type: none"> • Give the right number of responses. • Read the question and answers carefully. • Look out for similar answers. • Look for whether it is a link to one topic or more than one topic. 	<p><u>Evaluate, Justify, To what extent (A04) 16 to 25 marks</u></p> <p>Paragraph 1 (Introduction)</p> <ul style="list-style-type: none"> • Start with a judgement • Define any key terms or theories in your opening paragraph.
<p><u>Describe, explain (AO1/AO2) 2 to 6 marks</u></p> <ul style="list-style-type: none"> • Knowledge and application is required. • Think about the type of business in the question and refer to this in your answer. • Describe questions need you to say what something shows or means. • Explain questions need you to give reasons for something. 	<p><u>Analyse (AO3) 9, 12, 16 or 20 marks</u></p> <p>Paragraph 1 (Introduction)</p> <ul style="list-style-type: none"> • Start with a judgement • Define any key terms or theories in your opening paragraph. <p>Paragraph 2 and 3 (1 for and 1 against argument)</p> <ul style="list-style-type: none"> • Explain your point. • Give the advantages and disadvantages of the point you are making. • Refer to the case study and another business example. • If there is no case study refer to two business examples. • Justify your opinions. • Refer to relevant theories. • Consider all factors (particularly for ‘to what extent questions) <p>Paragraph 4 (conclusion)</p> <ul style="list-style-type: none"> • Answer the question • Link back to your original judgement. 	<p>Paragraph 2, 3 and 4 (3 different points)</p> <ul style="list-style-type: none"> • Explain your point. • Give the advantages and disadvantages of the point you are making. • Refer to the case study and another business example. • If there is no case study refer to two business examples. • Justify your opinions. • Refer to relevant theories. • Consider all factors (particularly for ‘to what extent questions) <p>Paragraph 5 (conclusion)</p> <ul style="list-style-type: none"> • Answer the question • Justify your answer • ‘It depends on’ • ‘Most importantly’ Link back to your original judgement.
<p><u>Calculate (AO1/AO2) 2 to 6 marks</u></p> <ul style="list-style-type: none"> • Include the formula you are using. • Write every step of the calculation you make down. • If there is a line for the answer write your answer on the line. • Read the question to make sure that there is no explanation of the result of your calculation needed. 		