

GCSE Business Studies

6 Mark Question Tips

There is increasing competition in the building brick market. *The Lego Group* want to remain competitive against other companies such as *COBI* and *MEGA Bloks*. To do this it is considering two options.

Option 1: Link more of its sets to newly released movies.

Option 2: Increase its advertising.

(d) Which of these two options do you think would be **more** effective in helping *The Lego Group* to remain competitive and why?

(6)

6 Mark Question – Assessing two options

QUESTION:

Which of these two options do you think would be more effective in helping *The Lego Group* remain competitive and why?

TIP:

- For **six** marks you must assess which of the two options is the most suitable. A judgement/point will be given on one or both issues with some development/support, which includes at least **two** reasons/causes/consequences
- The answer **must be** rooted in the context of Lego toys to secure all **six** marks.
- You must include balance. You can achieve this by giving reasons/causes/consequences for **both** options or giving a for and against argument for **one** of the options
- The answer needs an overall conclusion at the end
- **Remember the 3 x Cs (context, counterbalance, conclusion)**

POSSIBLE ANSWERS: (newly released movie sets)

- Keeps *Lego* sets up to date.
- Lots of free advertising if the movie is popular.
- May enable *Lego* to break into new markets.
- *Lego* might get exclusive rights to make toys for that movie.
- Will *COBI* & *MEGA Bloks* be able to copy?
- How much will it cost to link the sets to a movie?

POSSIBLE ANSWERS: (increase advertising)

- Helps differentiate all *Lego* sets not just ones linked to a particular movie.
- Will enhance the *Lego* brand across all of its products.
- Will *COBI* & *MEGA Bloks* simply increase their advertising?
- Time consuming.
- Expensive.

6 MARK EXAMPLE ANSWER (ASSESSING ONE OPTION)

“Linking its sets to newly released movies will be beneficial as it will keep Lego sets up-to-date (**point**) this has the potential to target a wide audience (**development**) e.g. Harry Potter has a huge fan base of all ages (**context**). Movie companies will provide free advertising for Lego (**point**) which could reduce their costs (**development**) However, COBI & MEGA Bloks could use this same idea for other movies which will directly compete with Lego (**point**). There can also be huge cost implications by linking sets to a movie, this can increase their outflow (**development**). To conclude, I think using option 1 will be the most suitable as it will keep the Lego sets current and fashionable” (**conclusion**)

6 MARK EXAMPLE ANSWER (ASSESSING BOTH OPTIONS)

“Option 1, linking its sets to newly released movies will be beneficial as it will keep Lego sets up-to-date (**point**) this has the potential to target a wide audience (**development**) e.g. Harry Potter has a huge fan base of all ages (**context**). Movie companies will provide free advertising for Lego (**point**) which could reduce their costs” (**development**)

“Option 2, increasing advertising will be beneficial as this will enhance the Lego brands across all of its products (**point**) which will improve customer awareness of the brand. (**development**) It will also help differentiate all Lego sets in the series and not just the ones linked to movies. This will increase their revenue (**development**) and reduce the number of people buying from COBI or MEGA Bloks (**context**)

Overall, I think that advertising will be the most suitable as it will help boost sales of all products”.