

GCSE Business Studies

Unit 3 Exam Assistant

Understand the command words used by the exam board so that you answer the short and extended answers correctly

[CLICK HERE TO GET STARTED!](#)

How to use the Exam Assistant

1. Identify which command word the question is using
2. Select the command word from the list
3. Follow the step-by-step guide
4. Check the example by clicking 'Show me an example'. You will see how the answer to the example has been put together and how it achieved the marks using:
Point **Develop** **Counter-Argument/Conclusion**
5. Put your answer together using an exam assistant template sheet. The boxes highlighted in **Red** shows you the information you should put in your answer.
6. Sit back and watch your grades go up!

CLICK HERE TO GET STARTED!

Select the command word used in the question:

OUTLINE

STATE

CALCULATE

DISCUSS

DESCRIBE

IDENTIFY

EXPLAIN

ADVANTAGE /
DISADVANTAGE

ASSESS

WHAT IS MEANT BY

CALCULATE



Show FULL WORKING OUT. Questions that require the use of a formula make sure that you state the formula before working out the answer.

STEP 1: Identify the key word you are being tested on.

STEP 2: Write out the formula that you need to use.

STEP 3: Apply the formula using the data from the question.

STEP 4: Make sure that the final answer is clearly stated.

SHOW ME AN EXAMPLE

PRINT A 'CALCULATE' EXAM ASSISTANT TEMPLATE SHEET

EXAMPLE

CALCULATE

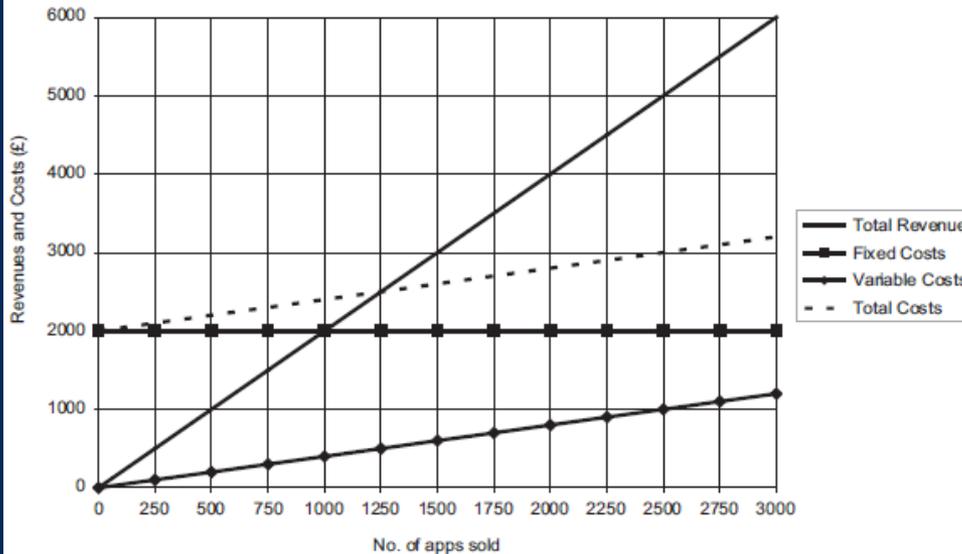


Shiftyjelly is currently designing a new weather app for tablet computers such as Apple's iPad. The company wants to sell the app for £2. The estimated costs of developing the app are:

Fixed costs = £2 000

Variable costs = 40p per app

Below is a break-even chart for the new weather app.



Calculate Shiftyjelly's profit/loss if it manages to sell 3000 copies of its weather app. Show your workings and the formula used.

(3)

STEP 1: Identify the key word you are being tested on. Profit and Loss

STEP 2: Write out the formula that you need to use.

STEP 3: Apply the formula using the data from the question.

STEP 4: Make sure that the final answer is clearly stated.

Answer:

(Step 2 – 1 mark)

Revenue – Total Costs = Profit or Loss

(Step 3 – 1 mark)

Revenue: £2 x 3000 = £6000, Variable Costs: £0.40 x 3000 = £1200. Fixed Costs: £2000, Total Costs: £1200 + £2000 = £3200. £6000 - £3200 = £3800

(Step 4 – 1 mark)

£3800 Profit

WHAT IS MEANT BY



You can get two marks on these questions for simply stating an accurate definition. However, in case your definition isn't marked as totally accurate, it is a good idea to give an example to back up your answer.

STEP 1: Identify the key word you are being tested on.

STEP 2: Write out the definition of the keyword.

STEP 3: Give an example of how the key word can be applied.

SHOW ME AN EXAMPLE

PRINT A CALCULATE EXAM ASSISTANT TEMPLATE SHEET

EXAMPLE

WHAT IS MEANT BY



(a) What is meant by the term **cash flow**?

(2)

STEP 1: Identify the key word you are being tested on.

Cash Flow

STEP 2: Write out the definition of the keyword.

STEP 3: Give an example of how the key word can be applied.

Answer:

(Step 2 – 1 mark)

Cash flow is the flow of cash into and out of a business.

(Step 3 – 1 mark)

A business may generate cash revenue that flows into the business (inflow) and may have to pay out cash for supplies (outflow).

IDENTIFY



To achieve full marks you need to state as many things as the mark guide gives i.e., in a 2 mark question you will need to identify/state 2 things. No explanations are needed.

STEP 1: Identify the key word you are being tested on.

STEP 2: How many things do you have to identify.

STEP 3: Simply list the amount of things that you have been asked to identify.

STEP 4: Check that you have given the amount of things asked for (see step 2).

SHOW ME AN EXAMPLE

PRINT A CALCULATE EXAM ASSISTANT TEMPLATE SHEET

IDENTIFY



(b) Identify **two** reasons why a business such as McDonald's might decide to hold buffer stocks.

(2)

STEP 1: Identify the key word you are being tested on.

Stock levels

STEP 2: How many things do you have to identify.

Two

STEP 3: Simply list the amount of things that you have been asked to identify.

STEP 4: Check that you have given the amount of things asked for (see step 2).

Answer:

(Step 3 – 1 mark for each answer)

- 1. To avoid running out of stock*
- 2. To prevent missing out on extra sales*

STATE



To achieve full marks you need to state as many things as the mark guide gives i.e., in a 2 mark question you will need to identify/state 2 things. No explanations are needed.

STEP 1: Identify the key word you are being tested on.

STEP 2: Identify how many things you have to state.

STEP 3: Simply list the amount of things that you have been asked to state.

STEP 4: Check that you have given the amount of things asked for.

SHOW ME AN EXAMPLE

PRINT A CALCULATE EXAM ASSISTANT TEMPLATE SHEET

STATE



Market research is a way of gathering information from customers.

(b) State **two** methods of collecting quantitative market research *Nintendo* could use.

(2)

1

2

STEP 1: Identify the key word you are being tested on.

Methods of quantitative market research

STEP 2: Identify how many things you have to state.

Two

STEP 3: Simply list the amount of things that you have been asked to state.

STEP 4: Check that you have given the amount of things asked for.

Answer:

(Step 3 – 1 mark for each answer)

- 1. Surveys*
- 2. Data or statistics from the National Office for Statistics*

OUTLINE



For these questions you need to make one or sometimes two (if it is a 3 or 4 mark question) relevant points and then develop the point(s), in other words say what effect those points would have on a business. Most 'Outline' questions will be worth 2 marks.

STEP 1: Identify the key word you are being tested on.

STEP 2: Identify how many marks can be awarded for the question.

STEP 3: If the question is a 1 or 2 mark question then you will need to identify one point linked to the question.

STEP 4: Develop the point made by describing how it will affect the business.

STEP 5: If the question is a 3 or 4 mark question then you will need to identify two points linked to the question.

STEP 6: Develop the second point made by describing how it will affect the business.

SHOW ME AN EXAMPLE

PRINT A CALCULATE EXAM ASSISTANT TEMPLATE SHEET

OUTLINE



(b) Outline **one** consumer protection law that *Marks and Spencer* must follow.

(2)

STEP 1: Identify the key word you are being tested on.

Consumer Protection Law

STEP 2: Identify how many marks can be awarded for the question.

Two

STEP 3: If the question is a 1 or 2 mark question then you will need to identify **one point** linked to the question.

STEP 4: **Develop the point** made by describing how it will affect the business.

STEP 5: If the question is a 3 or 4 mark question then you will need to identify **two points** linked to the question.

Second point is not needed as the question is worth 2 marks only.

STEP 6: **Develop** the second point made by describing how it will affect the business.

Second point is not needed as the question is worth 2 marks only.

Answer:

(Step 3 – 1 mark)

Marks and Spencer must make sure that it follows the Trade Descriptions Act.

(Step 4 – 1 mark)

This will involve making sure it sells products with accurate descriptions such as selling a shirt described as being made out of 100% cotton is not made out of nylon.

EXPLAIN



Similar to 'outline' questions but you need to make two developments from each point made. It is recommended that you use the phrases such as: 'this leads to...' or 'because...'

STEP 1: Identify the key word you are being tested on.

STEP 2: Do you need to identify one or two points linked to the question?

STEP 3: State the first point and then develop it by describing how it will affect the business.

STEP 4: Develop the first point again made by describing another way of how it will affect the business.

STEP 5: If you need to, state a second point and then develop it by describing how it will affect the business.

STEP 6: Develop the second point again made by describing another way of how it will affect the business.

SHOW ME AN EXAMPLE

PRINT A CALCULATE EXAM ASSISTANT TEMPLATE SHEET

EXPLAIN



(d) Explain **one** advantage of branding for a business.

(3)

STEP 1: Identify the key word you are being tested on.

Branding

STEP 2: Do you need to identify **one or two points** linked to the question?

One

STEP 3: State the **first point** and then **develop** it by describing how it will affect the business.

STEP 4: **Develop** the first point again made by describing another way of how it will affect the business.

STEP 5: If you need to, state a **second point** and then **develop** it by describing how it will affect the business.

Second point is not needed as the question only asks for one.

STEP 6: **Develop** the second point again made by describing another way of how it will affect the business.

Second point is not needed as the question only asks for one.

Answer:

(Step 3 – 2 marks)

An advantage of branding means the business could charge higher prices because the customer thinks that the product is better.

(Step 4 – 1 mark)

The customer is then more willing to pay a higher price meaning the business makes greater levels of profit from the product

DESCRIBE



The hardest questions to answer! You need to make two relevant points with a development for each point. The most important thing to remember is that if there is a case study involved, ALWAYS REFER TO THE BUSINESS FROM THE CASE STUDY.

STEP 1: Identify the key word you are being tested on.

STEP 2: Identify how many points you need to make for the question.

STEP 3: Identify the first point linked to the key word and the case study.

STEP 4: Develop the point made by describing how it will affect the business in the case study.

STEP 5: Develop the point made by describing another way of how it will affect the business.

STEP 6: Identify the second point linked to the key word and the case study.

STEP 7: Develop the second point made by describing how it will affect the business.

STEP 8: Develop the point made by describing another way of how it will affect the business.

SHOW ME AN EXAMPLE

PRINT A CALCULATE EXAM ASSISTANT TEMPLATE SHEET

EXAMPLE

DESCRIBE



The *Saltash Toy Box* is a small, independent toy retailer located in Cornwall. It cannot compete on price with larger toy retailers such as *ToysRUs*, but instead focused on customer service and allowing children to play with toys, in store, before parents buy them.

In December 2009, the 'must-have' Christmas toy was the *Go-Go Hamster*. A *Go-Go Hamster* is a small motorised hamster which squeaks when it bumps into items of furniture. The *Saltash Toy Box* hoped that it would sell large quantities of this toy.

Despite its efforts to compete, however, sales at the store remained low. The owner decided to change the focus of the business. In 2010, the *Saltash Toy Box* closed its only retail store and instead decided to focus on catalogues and its website as a way of making sales. It believed this would boost the company's profits and increase the productivity of its two staff.

(d) Describe **one** possible disadvantage to the *Saltash Toy Box* of holding a large stock of toys.

(3)

STEP 1: Identify the key word you are being tested on.

Stock levels

STEP 2: Identify how many points you need to make for the question.

One

STEP 3: Identify the **first point** linked to the key word and the case study.

STEP 4: **Develop** the point made by describing how it will affect the business in the case study.

STEP 5: **Develop** the point made by describing another way of how it will affect the business.

STEP 6: Identify the **second point** linked to the key word and the case study. *Second point is not needed as the question only asks for one.*

STEP 7: **Develop** the second point made by describing how it will affect the business.

Second point is not needed as the question only asks for one.

STEP 8: **Develop** the point made by describing another way of how it will affect the business.

Second point is not needed as the question only asks for one.

Answer:

(Step 3 – 1 mark)

Holding stock is expensive.

(Step 4 & 5 – 2 marks)

The more toys that Saltash Toy Box stock the higher their costs will be associated to holding this stock such as insurance (1).

Even if Saltash Toy Box closes its only retail store they will still have to find somewhere to store their stock (1).

DISCUSS



You must give a point for each option and develop each point twice. You must include reasons/causes/consequences. You should give a conclusion and include the context of the question (i.e., talk about the business in the question). Your quality of written communication will be tested here.

STEP 1: Identify the key word you are being tested on.

STEP 2: Identify a point for each side of the argument.

STEP 3: Develop the first point and identify what impact this has on the business.

STEP 4: Give a counter-argument for the point made.

STEP 5: Develop the second point and identify what impact this has on the business.

STEP 6: Give a counter-argument for the point made.

SHOW ME AN EXAMPLE

PRINT A CALCULATE EXAM ASSISTANT TEMPLATE SHEET

DISCUSS



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)

STEP 1: Identify the key word you are being tested on.
Competition

STEP 2: Identify a **point** for each side of the argument.

STEP 3: **Develop** the first point and identify what impact this has on the business.

STEP 4: Give a **counter-argument** for the point made.

STEP 5: **Develop** the second point and identify what impact this has on the business.

STEP 6: Give a **counter-argument** for the point made.

Answer:

(Step 2 & 3 – 1 marks for each point made and 1 mark for each development)

Linking Lego products to newly released movies would keep Lego up to date and therefore popular with consumers.

By increasing advertising Lego could increase greater brand recognition than COBI and MEGA Bloks meaning more customers would be aware of the products that it sells.

(Step 4 & 5 – 1 mark for each counter-argument against each point made)

If Lego did link their products to newly released movies there may however be a cost to do this. (1).

Even if Lego did increase their advertising COBI and MEGA Bloks may also increase theirs(1).

ADVANTAGE / DISADVANTAGE



NEXT

State an advantage and disadvantage with three developments for each one. The exam board recommends using words such as: 'this leads to...' or 'because...'. You must also refer to the context given to get full marks. This means you show that you understand the situation that the question presents to you.

STEP 1: Identify the key word you are being tested on.

STEP 2: Identify an advantage.

STEP 3: Give a reason why it is an advantage by identifying the effect on the business/situation.

STEP 4: Give a second reason why it is an advantage by identifying the effect on the business.

STEP 5: Give a third reason why it is an advantage by identifying the effect on the business.

SHOW ME AN EXAMPLE

PRINT A CALCULATE EXAM ASSISTANT TEMPLATE SHEET

ADVANTAGE / DISADVANTAGE



STEP 6: Identify a disadvantage.

STEP 7: Give a reason why it is a disadvantage by identifying the effect on the business/situation.

STEP 8: Give a second reason why it is a disadvantage by identifying the effect on the business/situation.

STEP 9: Give a third reason why it is a disadvantage by identifying the effect on the business/situation.

SHOW ME AN EXAMPLE

PRINT A CALCULATE EXAM ASSISTANT TEMPLATE SHEET

ADVANTAGE / DISADVANTAGE



Dell is one of the world's largest manufacturers of computers. The company has grown rapidly since it opened in 1984 by selling computers that are built to order.

The majority of *Dell's* customers place their orders through the company's website. This allows customers to personalise their computers and specify which type of components are used, from the size of the hard drive to the type of pre-loaded software.

When it receives an order, *Dell* builds a customer's computer using materials that are delivered Just In Time (JIT) by its suppliers. In the computer industry, components can quickly become out of date due to the speed at which technology is improving. Therefore, JIT is an important way of allowing *Dell* to produce more up-to-date computers compared to rivals such as *Hewlett Packard*.

Many of the components *Dell* uses to manufacture its computers are made in countries such as Thailand. The Thai government gives some of its component manufacturers an export subsidy to increase their level of competitiveness.

In 2011 severe flooding in Thailand damaged the factories of a large number of hard drive suppliers. This caused shortages and *Dell* was forced to cancel orders. As a result, *Dell* now holds some buffer stocks of important components.

(d) State **one** advantage and **one** disadvantage to *Dell* of holding higher levels of buffer stock. For each explain the likely impact on the business.

(8)

STEP 1: Identify the key word you are being tested on. *Stock levels*

STEP 2: Identify an advantage.

STEP 3: Give a reason why it is an advantage by identifying the effect on the business/situation.

STEP 4: Give a second reason why it is an advantage by identifying the effect on the business.

STEP 5: Give a third reason why it is an advantage by identifying the effect on the business.

STEP 6: Identify a disadvantage.

STEP 7: Give a reason why it is a disadvantage by identifying the effect on the business/situation.

STEP 8: Give a second reason why it is a disadvantage by identifying the effect on the business/situation.

STEP 9: Give a third reason why it is a disadvantage by identifying the effect on the business/situation.

Answer:

(Step 2 – 1 mark)

One advantage of Dell holding higher levels of buffer stock is that they could prevent damage to their brand.

(Step 3 – 1 mark)

Holding stock means that Dell would be able to fulfil customers orders even in situations like the Thai floods.

(Step 4 – 1 mark)

Fulfilling customers orders when Hewlett Packard may not be able could lead to an increase in customers using Dell.

(Step 5 – 1 mark)

This could then improve Dell's brand reputation and therefore market share.

(Step 6 – 1 mark)

One disadvantage of Dell holding higher levels of buffer stock is that they may face reduced competitiveness.

(Step 3 – 1 mark)

Holding stock will involve the need for a larger warehouse.

(Step 4 – 1 mark)

This will increase the costs of producing a Dell computer. As a result the price of a Dell computer may have to increase.

(Step 5 – 1 mark)

This will make Hewlett Packard computers more attractive in the market compared to Dell.

ASSESS



Assess questions require you to give a balanced answer i.e., for and against. You will need to give two points for both 'for' and 'against' and each must be developed at least twice for each point (three times for a 10 mark question). You must also give a conclusion with a judgement and REFER TO THE BUSINESS IN THE CASE STUDY.

STEP 1: Identify the key word you are being tested on.

STEP 2: Identify how many marks there is for the question and how many developments you have to give.

STEP 3: Give two reasons 'for' the situation presented.

STEP 4: Develop each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation.

STEP 5: Give two reasons 'against' the situation presented.

STEP 6: Develop each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation.

STEP 7: Give a conclusion making sure that there is a judgement based on the business/situation in the case study.

STEP 8: Check your quality of written communication (spelling, punctuation, grammar and use of business terminology).

SHOW ME AN EXAMPLE

PRINT A CALCULATE EXAM ASSISTANT TEMPLATE SHEET

ASSESS



The Co-operative Group (the Co-op):

The Co-op is Britain's fifth largest food retailer and runs over 4000 stores across the UK. In 2008 the Co-op was voted Britain's best ethical business for the second year running.

For instance in 2008:

- 99% of its electricity came from renewable energy sources such as wind power
- it promoted and sold Fairtrade products in its shops
- it spent 6.9% (£10.4 million) of its profits on local community projects
- it reduced the weight of its packaging by 26% to limit waste.

(Source: adapted from <http://www.co-operative.coop/>)

Tesco:

Tesco is the largest supermarket group in the UK. In the last few years it has tried to reduce the effect of its operations on the environment. For instance it has:

- offered extra Clubcard or loyalty points for customers who re-use plastic bags
- reduced the distance products are transported, reducing CO₂ emissions
- generated more of its electricity using wind power.

However, critics argue that Tesco is only doing this because of the actions of pressure groups like 'Tescopoly'. It believes Tesco has too much power and it wants the Government to force Tesco to become more environmentally responsible.

(Source: adapted from <http://www.tescopl.com/>)

Tesco has taken steps to reduce the effect of its operations on the environment.

*(d) Assess **two** possible benefits to Tesco from doing this.

(8)

STEP 1: Identify the key word you are being tested on.

Business ethics

STEP 2: Identify how many marks there is for the question and how many developments you have to give.

Two

STEP 3: Give two **reasons** 'for' the situation presented.

STEP 4: **Develop** each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation.

STEP 5: Give two **reasons** 'against' the situation presented.

STEP 6: **Develop** each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation.

STEP 7: Give a **conclusion** making sure that there is a judgement based on the business/situation in the case study.

STEP 8: Check your quality of written communication (spelling, punctuation, grammar and use of business terminology)

Next...

ASSESS



STEP 1: Identify the key word you are being tested on.

Business ethics

STEP 2: Identify how many marks there is for the question and how many developments you have to give.

Two

STEP 3: Give two **reasons** 'for' the situation presented.

STEP 4: **Develop** each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation.

STEP 5: Give two **reasons** 'against' the situation presented.

STEP 6: **Develop** each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation.

STEP 7: Give a **conclusion** making sure that there is a judgement based on the business/situation in the case study.

STEP 8: Check your quality of written communication (spelling, punctuation, grammar and use of business terminology)

Previous

Next

Answer: (Paragraph 1 of 3)

(Step 3 – 1 mark)

If Tesco took steps to reduce the effect of its operations on the environment then they could benefit by being able to target more market segments.

(Step 4 – 1 mark)

This is because Tesco would potentially appeal to consumers who believe in ethical trading.

(Step 4 – 1 mark)

This would lead to a more diverse customer audience and therefore potentially increasing market share.

(Step 3 – 1 mark)

Another benefit for Tesco would be that it would enhance their brand.

(Step 4 – 1 mark)

This is because they would be able to provide customers with an additional reason to shop at Tesco because it would show how ethical and environmentally friendly the business was being.

(Step 4 – 1 mark)

This could increase the numbers of customers shopping at Tesco and therefore increasing sales revenue.

ASSESS



STEP 1: Identify the key word you are being tested on.

Business ethics

STEP 2: Identify how many marks there is for the question and how many developments you have to give.

Two

STEP 3: Give two **reasons** 'for' the situation presented.

STEP 4: **Develop** each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation.

STEP 5: Give two **reasons** 'against' the situation presented.

STEP 6: **Develop** each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation.

STEP 7: Give a **conclusion** making sure that there is a judgement based on the business/situation in the case study.

STEP 8: Check your quality of written communication (spelling, punctuation, grammar and use of business terminology)

Previous

Next

Answer: (Paragraph 2 of 3)

(Step 3 – 1 mark)

In contrast Tesco may suffer drawbacks from reducing it the impact that its operations have on the environment. One reason could be that it would increase its operation costs.

(Step 4 – 1 mark)

Tesco would be hesitant to increase its costs as these costs would possibly be passed to customers through an increase in the price of its products in store.

(Step 4 – 1 mark)

Increasing its prices therefore could mean customers would shop in an alternative supermarket as this market is very price competitive.

(Step 3 – 1 mark)

In addition, another drawback could be that consumers may not care about ethical business, they are just interested in price.

(Step 4 – 1 mark)

This would mean that Tesco were not focusing on consumers main reason for shopping there.

(Step 4 – 1 mark)

Other supermarkets could then be more price driven causing customers to switch supermarket and therefore Tesco loosing market share.

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ASSESS



STEP 1: Identify the key word you are being tested on.

Business ethics

STEP 2: Identify how many marks there is for the question and how many developments you have to give.

Two

STEP 3: Give two **reasons** 'for' the situation presented.

STEP 4: **Develop** each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation.

STEP 5: Give two **reasons** 'against' the situation presented.

STEP 6: **Develop** each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation.

STEP 7: Give a **conclusion** making sure that there is a judgement based on the business/situation in the case study.

STEP 8: Check your quality of written communication (spelling, punctuation, grammar and use of business terminology)

[Previous](#)

Answer: (Paragraph 3 of 3)

(Step 7 – 2 marks)

Tesco have reasons for and against reducing the impact of its operations on the environment and their choice will largely be driven by the state of the economy and consumers spending power in addition to the period of time that it would take implement the impact reducing strategies. Tesco has already taken steps to reduce its impact on the environment and making even further changes will not guarantee an increase in market share. Tesco's choice will more than likely be driven by its ability to remain competitive whilst increasing its profit levels.

EXAM ASSISTANT TEMPLATE: **CALCULATE**



Step 1: Identify the key word you are being tested on:

Step 2: Write out the formula that you need to use:

STEP 3: Apply the formula using the data from the question:

STEP 4: Make sure that the final answer is clearly stated:

Check with you teacher, did you complete this correctly?



EXAM ASSISTANT TEMPLATE: **WHAT IS MEANT BY**



Step 1: Identify the key word you are being tested on:

Step 2: Write out the definition of the keyword:

STEP 3: Give an example of how the key word can be applied:

Check with you teacher, did you complete this correctly?



EXAM ASSISTANT TEMPLATE: IDENTIFY



Step 1: Identify the key word you are being tested on:

Step 2: How many things do you have to identify?:

STEP 3: Simply list the amount of things that you have been asked to identify:

Step 4: Check that you have given the amount of things asked for (see step 2):

Check with you teacher, did you complete this correctly?



EXAM ASSISTANT TEMPLATE: **STATE**



Step 1: Identify the key word you are being tested on:

Step 2: How many things do you have to state?:

STEP 3: Simply list the amount of things that you have been asked to state:

Step 4: Check that you have given the amount of things asked for (see step 2):

Check with you teacher, did you complete this correctly?



EXAM ASSISTANT TEMPLATE: **OUTLINE**



Step 1: Identify the key word you are being tested on:

Step 2: Do you need to identify **one** or **two** points linked to the question? (2 Marks = 1 point, 3 or 4 marks = 2 points)

STEP 3: State the first point and then develop it by describing how it will affect the business:

Step 4: Develop the first point again made by describing another way of how it will affect the business:

STEP 5: If you need to, state a second point and then develop it by describing how it will affect the business:

Step 6: Develop the second point again made by describing another way of how it will affect the business:

Check with you teacher, did you complete this correctly?



EXAM ASSISTANT TEMPLATE: **EXPLAIN**



Step 1: Identify the key word you are being tested on:

Step 2: Do you need to identify **one** or **two** points linked to the question?

STEP 3: State the first point and then develop it by describing how it will affect the business:

Step 4: Develop the first point again made by describing another way of how it will affect the business:

STEP 5: If you need to, state a second point and then develop it by describing how it will affect the business:

Step 6: Develop the second point again made by describing another way of how it will affect the business:

Check with you teacher, did you complete this correctly?



EXAM ASSISTANT TEMPLATE: DESCRIBE (Page 1 of 2)



Step 1: Identify the key word you are being tested on:

Step 2: Identify how many points you need to make for the question:

STEP 3: Identify the first point linked to the key word and the case study:

Step 4: Develop the point made by describing how it will affect the business in the case study:

STEP 5: Develop the point made by describing another way of how it will affect the business in the case study :

Step 6: Identify the second point linked to the key word and the case study:

Step 7: Develop the point made by describing how it will affect the business in the case study:



STEP 8: Develop the point made by describing another way of how it will affect the business in the case study :

Check with you teacher, did you complete this correctly?



EXAM ASSISTANT TEMPLATE: **DISCUSS**



Step 1: Identify the key word you are being tested on:

Step 2: Identify a point for each side of the argument:

STEP 3: Identify the first point linked to the key word and the case study:

Step 4: Develop the first point made and identify what impact this has on the business:

Step 5: Identify the second point linked to the key word and the case study:

Step 6: Develop the point made by describing how it will affect the business in the case study:

Step 6: Give counter-arguments for both of the points made:



Step 1: Identify the key word you are being tested on:

Step 2: Identify an advantage:

STEP 3: Give a reason why it is an advantage by identifying the effect on the business/situation:

Step 4: Give a second reason why it is an advantage by identifying the effect on the business/situation:

Step 5: Give a third reason why it is an advantage by identifying the effect on the business/situation:

Step 6: Identify a disadvantage:

Step 6: Give a reason why it is a disadvantage by identifying the effect on the business/situation:



Step 7: Give a second reason why it is a disadvantage by identifying the effect on the business/situation:

Step 8: Give a third reason why it is a disadvantage by identifying the effect on the business/situation:

Check with you teacher, did you complete this correctly?



EXAM ASSISTANT TEMPLATE: **ASSESS** (Page 1 of 2)



Step 1: Identify the key word you are being tested on:

Step 2: Identify how many marks there is for the question and how many developments you have to give:

STEP 3: Give two reasons 'for' the situation presented:

Step 4: Develop each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation:

Step 5: Give two reasons 'against' the situation presented:

Step 6: Develop each point twice (three times for a 10 mark question) by identifying the impact it has on the business/situation:



Step 7: Give a conclusion making sure that there is a judgement based on the business/situation in the case study:

STEP 8: Check your quality of written communication (spelling, punctuation, grammar and use of business terminology).

Check with you teacher, did you complete this correctly?

