

GCSE Business Studies

3 Mark Question – Tips

ShakeAway is the world's largest milkshake bar company. With over 170 different flavours and millions of combinations, *ShakeAway* is well-known for blending confectionery brands such as *Mars*, *Twix* and many more into delicious milkshakes. The latest invention from *ShakeAway* is the Millionaire's Milkshake. This is made from *Green and Black's* chocolate, roasted hazelnuts and topped with whipped cream and real 23ct edible gold. It is priced at £11.95.

3 Mark Question - Describe

QUESTION:

Shakeaway states that it only employs energetic and fun people in its stores. Each employee is called a *shakette*.

Describe how *shakeway* could motivate its *shakettes* (3 marks)

TIP:

- For **three** marks, the description will make **three** relevant points (as it states describe) or **one** developed point (point plus two links e.g. 'this leads to...' 'because...') associated with how *ShakeAway* can motivate its staff (*Shakettes*).
- One of the points could include a **definition** of motivation.
- The answer **must be** rooted in the context of a fast food/milkshake bar to secure all three marks.

POSSIBLE ANSWERS:

- Higher pay/remuneration.
- Increased fringe benefits.
- Improved working conditions.
- Better communication.

EXAMPLE:

"Shakeaway could motivate its shakettes by giving them a pay rise (**1 mark**). They could also motivate them by giving staff improved working conditions e.g. a staff area with pool table (**1 mark**). Also, they could give free milkshakes to staff where they can pick their own flavours of milkshake to make (**1 mark – in context**)"

3 Mark Question - Explain

QUESTION:

Explain one method *Shakeaway* could use to encourage potential customers to give the 'Millionaires Milkshake' a product trial (3 marks)

TIP:

- 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 ITS EXPLAIN ONE METHOD, YOU CAN NOT GIVE THREE SEPERATE POINTS**
- **AS ITS EXPLAIN ONE METHOD, YOU CAN NOT GIVE A DEFINITION**

The answer **must be** rooted in the context of a fast food/milkshake bar to secure all three marks.

POSSIBLE ANSWERS:

- Advertising/promotions/celebrity endorsement.
- Free samples.
- Lower prices.
- Loyalty cards.

EXAMPLE:

"You could get customers to trial the Millionaires Milkshake by giving them a free taster (**1 mark**). This way the milkshake will be more attractive to customers as they can taste the different flavours for free (**1 mark – in context**). Customers are then likely to purchase the product at full price (**1 mark**)"

