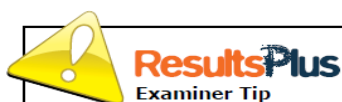


# GCSE Business Exam Technique Mat

## 1 and 2 mark 'outline' question

It is important in the 1 or 2 mark questions that you are using context. You have to link your answer specifically to the business in the case study



If the question refers to a specific business then context must be included in the answer - even for a one mark question. Always read through your answer at the end. Ask yourself 'Have I included context that goes beyond words that exist in the question?'

## 3 mark 'explain' question

The three mark structure is the basis for all of the other higher mark questions in the paper, so you need to ensure you get this right! When answering the three mark question, follow the PLT structure:

You don't always have to write 'because', as this is essentially your point. See the example below of a perfect answer.

*'Explain one benefit to a business of understanding customer needs'*  
(P)The business would be able to tailor the product to the customer needs, (L) this leads to the product being more suitable for the customer, (T) therefore allowing them to charge a higher price.

**PLT:** Point... Leads to... Therefore... Use this to develop your points.

**Context:** To write in context, make references to the case study. Think *PINCC* (Product/Service, Industry, Names, Customers, Competitors). Remember, anything mentioned in the question does not count as context.

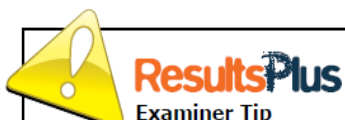
## 6 mark 'analyse/discuss' question

Don't be daunted by the 6 marker! It is essentially just two 3 markers in one! Remember that for the second and third 6 markers, you need context! Also remember that if the question asks for impacts, these can be positive or negative.

Like the three markers, you need to give a series of linked chains, explaining what will happen as a result of the impact/benefit etc you give. You need to aim for 5 linked strands in total.

**You can either:**

- A PLT paragraph giving one impact/benefit
  - A second PLT paragraph giving another impact/benefit
- OR**
- One single paragraph that has an impact and 5 linked points developing that impact



It is probably easier to build five linked strands of development across two points (impacts) rather than one point (impact). If you decide to do this, make use of a paragraph structure to make your answer more readable.

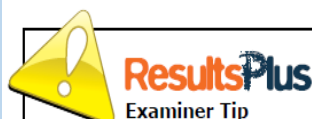
## 9 mark 'choice' question

You only need to write about **one option** here. You **DO NOT** need to write about both options.

**You must write in context**

Start by writing 'I think the business should choose...' then

- PLT paragraph on one reason why that is option is best. Aim for 5 linked developments.
- PLT paragraph on one negative of that option. Aim for 2-3 linked developments. **MAKE SURE IT IS FOR THE SAME OPTION!**
- Conclusion summarising why your chosen option is best. Bring in a new piece of overall information and use an 'it depends' statement



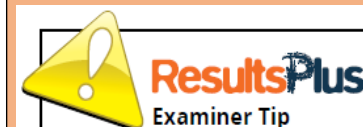
When answering the 'choice' question, select **one** option and consider the pros and cons of that option. **You do not have to consider both options as part of your answer.** Using this tip will save you time and make it more likely that your answer will reach level 3 in the mark scheme.

## 12 mark 'evaluate using your knowledge of business, assess the importance of...' question (last question)

This question is inviting you to use your full knowledge of business. It is not restricting you to a particular topic area. Show the examiner what you know – but make sure it is linked to the question.

This follows a three paragraph structure similar to the 9 marker. **Again, using context and a conclusion is vital here!**

- Introduction – Define the concept/key word in the question
- P1 – Assess, using PLT and context, why the aspect of the question **is** important. You need to aim for 5 linked developments here.
- P2 – Assess, using PLT and context, why something else might be more important. Again, aim for 5 linked points here.
- Conclusion – Is the factor in the question important or not and why? Use the 'it depends' rule to show that what you chose will only work fully if certain conditions are met.



Making use of the 'it depends rule' is a way of showing the sophisticated evaluation required for your answer to go from 9/10 to 10/10.