

Exam Question Technique Guidance Sheet

Calculation Questions

- You don't have to show calculations but would help in-case you make a mistake.
- Don't forget correct format/symbol e.g. £, %, ratio :, **you will lose a mark**
- Double check all calculations, do you get the same answer?
- You can use a calculator

2 Mark State or List

- Simply state the relevant points ask for.
- Do not waste time describing or explaining them.
- They must be clear/use key terms.

e.g. *Makes more money = 0 marks* *BUT...* *Generates more sales = 1 mark*
More customers = 0 marks *BUT...* *Increased potential customers = 1 mark.*

2 Mark Describe/Explain (or 4 markers that asks for 2 points)

1. State relevant point to case study/definition
2. Provide an example OR positive OR negative.

Explain two benefits to Charlie of having a website.

Provides ecommerce, that was customers could buy his paintings through online sales

3 Mark (or 6 markers that asks for 2 points)

1. State a relevant point to case study.
2. Explain it **"this would"** / **"this is because"**
3. Find something in the case study to link it to.

Explain two possible solutions to Sheds-U-Like Ltd's cash flow problems.

*Sheds-U-Like Ltd could cut down on costs (1) **this would** reduce the money going out of the business (2). As sales have reduced they could make some of the workers redundant which would reduce the money spent on wages each week (3).*

4 Mark Explain (Only 1 point ask to be explained)

1. **"They could...."** State a relevant point for the case study/question.
2. **"This would...."** Explain using positive, negatives, why do, example.
3. **"In the case study..."** Link to case study/quote/what does the business do or want to do?
4. **"Therefore...."** What does doing this mean for the business? What they want to do?

Explain how We-R Mugs Ltd might use focus groups to see if there was a demand for the novelty mugs.

*A focus group **could be used** to have a few potential customers discuss the proposed novelty mug idea. (1) **This would** be easy to set up as they could use their existing customers. They could discuss with them possible pricing and quality options (2) **as in the case study** it states the business sells novelty mugs. (3) **Therefore** they can sell the mugs for a price that people will buy them at (4).*

5 Mark

1. State a relevant point to the case study.
2. Explain it **“This means....”** Or **“This is because....”**
3. **“This would lead to....”** Link to the question or something in the case study.
4. **“This means the business can...”** Explain how taking this action will enable the business to do what they want/what the question asks.
5. **“Therefore...”** what’s the long term impact of doing this?

Explain one benefit to Sheds-U-Like Ltd of being a private limited company.

*Being a private limited company would benefit the business as shareholders would have limited liability (1). **This means** that they could lose the money that they had invested (2). **This would lead to** encouraging investors to buy shares in Sheds-U-Like Ltd (3). **This means the business can** raise more funds (4) **therefore** helping them with their cash flow problems (5).*

9 Mark

Paragraph 1 (One detailed point (like a 4 marker))

1. **“They should....”** Relevant point.
2. **“This is because....”** Why relevant? Read case study
3. **“Therefore....”** What will this mean for the business by doing this?
4. **“This will lead to....”** What does this mean in relation to sale/cost/profits?

Paragraph 2

“They Should....” Restate your option from Paragraph 1,

“In order to....” Link your paragraph 1 point to the question.

1. **“They could do this....”** Describe HOW they could do this.
2. **“This would be better....”** Suggest an alternative option (check the question/case study) in case given one.
3. **“Because...”** What negative from this option (point) makes yours better? Explain.
4. **“The short term impact....”** Going with your option from Paragraph one mean what in the first 6-12 months? (Cost, Time, Staff, Finance, Operations, Customers)
5. **“In the long term....”** After the first 6-12 months how will this benefit the business? (Cost, Time, Staff, Finance, Operations, Customers) Should be linked clearly back to the question.

FINALLY READ AND MAKE SURE YOU ANSWER THE ACTUAL QUESTION ASKED!!!

Charlie wants to research how he can sell more paintings and how much he should charge for them. Advise him on the best way to carry out this research.

***They should** use the Internet as this would not cost very much (1). **This is because** as he does not have a lot of money to spend on research (2) and **therefore** he could see how much other painters are charging for similar and competing products (3). **This will lead to** ensuring he is competitive (4).*

***They should** use the internet **in order to** research how to sell more painting/find out much to charge. **They could do this** through looking at their competitor websites which will not cost much money (1). **This would be better than** primary research such as questionnaires **because** these typically cost more money and take longer to gather the information (2) which Charlie doesn't currently have (3). **The short term impact** on this is that he will know how much he will need to sell his products for so he is competitive (4). **In the long term** this should ensure customers buy from him instead of the competition so will increase his profits (5)*