



## 2 Marker Questions in GCSE Business Point, Explain

“Outline one risk taken by the owners when starting *Last Course Patisserie*” (2)

E.g. The owners risked a loss of security (1), as they previously had jobs in the food industry (1).

### Analysis of the answer:

**Step 1- POINT** – The owners risked a loss of security (1),

**Step 2 - EXPLAIN** – as they previously had jobs in the food industry (1).

### Steps to answer the questions:

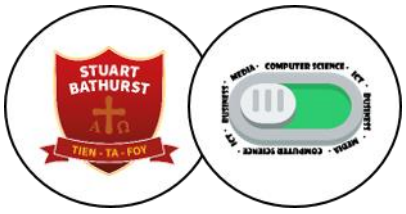
- PE**
- 1. Point** – make the actual point/sentence that you want to make – in this case identify the disadvantage.
  - 2. Explain** – what that point actually means. (what would happen if the point was to happen).

### Phrases to use:

“this means that...” or “this is a benefit for *Last Course Patisserie* because.../as.....”

“**Calculate**” questions can be found in any Section of the exam paper

“**Outline**” questions will only be found in Sections B and C



# 3 Marker Questions in GCSE Business

## Point, Explain, Impact

“Explain one disadvantage to a business of an increase in interest rates” (3)

E.g. Interest payments on business overdrafts are likely to increase (1), which means expenses increase (1), which could result in lower profits. (1)

### Steps to answer the questions:

1. **Point** – make the actual point/sentence that you want to make – in this case identify the disadvantage.
2. **Explain** – what that point actually means. (what would happen if the point was to happen).
3. **Impact** – say how the point would affect the business.

PEI

### Analysis of the answer:

**Step 1 - POINT** - Interest payments on business overdrafts are likely to increase (1),

**Step 2 - EXPLAIN** - which means expenses increase (1),

**Step 3 - IMPACT** - which could result in lower profits. (1)

### Phrases to use:

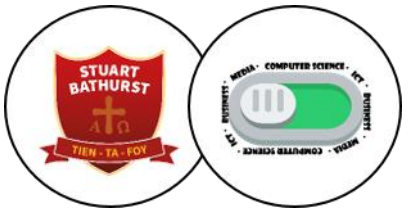
“this means that...”

“therefore...”

“as a result...”

“this could/would...”

- “**Explain**” questions will only be found in Section A
- There will be 6 explain questions found in each paper, which will make up 20% of the overall GCSE marks; these questions are therefore very important to answer correctly!



# 6 Marker Questions in GCSE Business

## Point, Explain, Link, Impact x2

“Discuss the likely drawback to a start-up business of setting up and running as a franchise operation” (6)

“Analyse the impact on Chicken & Grill of using social media to promote the home delivery service” (6)

Only one “Discuss” question in the paper found in Section A

Two “Analyse” questions will be found in the paper, only in Section B

**PELIX2**

E.g. One impact on Chicken & Grill is that not all potential customers will use social media, so its use might restrict who gets the message about the new delivery service. (**Point**) This may mean Chicken & Grill miss out on potential customers (**Explain**) limiting the revenue that the business can generate (**Link**), the main reason for introducing the service and therefore profit will not be improved. (**Impact**)

Another point in context would need to be included in order to reach the top levels of the mark scheme, with two more interconnected strands

1. Discuss does not mean look at both sides of the argument; answer the question set e.g. in this example just include the likely drawback(s)
2. No definition required
3. State one point that answers the question specifically

### Phrases to use:

“this means that...”

“therefore...”

“as a result...”

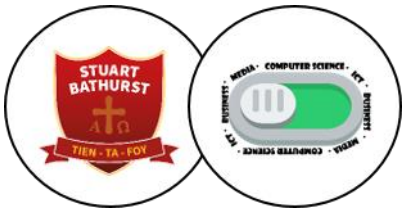
“in turn ...”

1. No definition required
2. Make **two points** and develop them.
3. Include two points that answers the question specifically
4. Explain the two points made with 5 connective points

**DO NOT INCLUDE MORE THAN 2 POINTS**

Two different command words that link to 6 marks; “Discuss” and “Analyse”

- Both command words require analysis; the difference between them is the need to write in context
- The examiner is looking for 5 interconnected strands to award the top marks for analysis



# 12 Marker Questions in GCSE Business

## Point, Explain, Link, Impact x2 + JDMI

1. **Make a decision** at the start as to **which option** you believe is the best for the business in its current situation (keep this in mind).
2. No definition is needed.

“In order to increase the amount of sales made by Chicken & Grill, Niya and Paul are considering two options:

**Option 1:** Reducing average prices by 10%

**Option 2:** Increasing the amount they spend on promotion

**Justify which one of these two options Niya and Paul should choose.**

“Justify” questions will always involve a choice between two options.

**Paragraph 1:** Pro of the option you have chosen explained with connectives in context: On one hand reducing average prices by 10% would be good for Paul and Niya because.... **(Point)** which means .... (1) and **(Explain)** therefore.... (2) **(Impact)** resulting in.... (3)

**Paragraph 2:** Either another positive of the option that has been chosen OR a negative of the second option explained with connectives in context. Another advantage of reducing prices by 10% would be... **(Point 2)** because.... **(Explain)** which means .... **(Impact)** therefore....

### **Remember to:**

1. Embed your answer in the extract throughout
2. Convince the examiner your judgement/choice is correct for the business; write a nice, detailed chunky paragraph here!

**Paragraph 3: Conclusion:** Overall I think: **(A) – Answer** the question; avoid sitting on the fence

**(J) – Justify** why you have chosen that option. Use the phrasing “**Not only would it be good because** ... refer back to the previous point(s) you have referred to in your earlier paragraph, but also it is good because (additional evidence to support your judgement IN CONTEXT)

**(D) – “It depends”** on factor; does your judgement depend upon anything? If so include it here; alternatively will the judgement differ in the short-term/long-term

**(M I) - Explain the most important** reason why you have come to this judgement; this may include reasons why an alternative argument has been rejected (think carefully about the situation of the business, its finances, its aims when making this decision)