

Paper 2 – Unit 3 – exam guidance

The paper is **1 hour and 30 minutes**

It is worth 90 marks – 50% of your GCSE

It is broken down into 3 sections;

Section A – 40 marks – you should spend 40 minutes on this

Section B – 30 marks – you should spend 30 minutes on this

Section C – 20 marks – you should spend 20 minutes on this

Keyword	What does this mean I have to do?
State/identify	<ul style="list-style-type: none"> • How many things are they asking for? Simply write them out!
What is meant by?	<ul style="list-style-type: none"> • Write out the definition of the key word and give an example of the key word
Calculate	<ul style="list-style-type: none"> • Write out the formula and apply the formula to the data in the question
Outline	<ul style="list-style-type: none"> • State first point and describe how it will affect the business. • Describe another way it will affect the business. (1 point for 2 marks, 2 points needed if 3 or 4 marks)
Explain	<ul style="list-style-type: none"> • How/why? • Develop your point by using linking statements e.g. 'leading to' 'therefore' 'because...' 'as a result...' 'this means that...' Aim for 2 linking words.
Describe	<ul style="list-style-type: none"> • Write out the first point and link to the scenario, • Describe the impact the point has on the business and describe another way it will affect the business. • (Repeat this if you need a second or third point)
Advantages/disadvantages	<ul style="list-style-type: none"> • Identify an advantage and say why it is an advantage (what effect it has on the business). • Give a second reason why it is an advantage. • Repeat for a second advantage. Repeat the same steps for two disadvantages
<p>The following questions are when you need to add BALANCE (argue the other side – drawbacks/what does it depend on? etc.) to your answer and also write a CONCLUSION with a JUDGEMENT</p> <p>Your answers should be in CONTEXT which means you think and relate your answer to the business in the scenario</p>	
Discuss	<ul style="list-style-type: none"> • Paragraph 1– 2 reasons/consequences for the situation • Paragraph 2 – balance – drawback or would another situation be more appropriate • Paragraph 3 – conclusion –judgement based on the business in the scenario. What will it depend on?

<p style="text-align: center;">Assess</p>	<ul style="list-style-type: none"> • Paragraph 1: Give at least 2 reasons/consequences for the situation and develop these reasons. • Paragraph 2: ADDING BALANCE - Give at least 2 reasons against the situation (drawbacks/limitations) and develop each reason • Paragraph 3: Give a conclusion – judgement based on the business in the scenario. What will it depend on?
<p style="text-align: center;">Choice question</p> <p style="text-align: center;">ALWAYS SECTION A QUESTION 4 (d) 6 marks</p>	<p>METHOD 1</p> <ul style="list-style-type: none"> • Paragraph 1: The case for the option chosen – 2 reasons/consequences • Paragraph 2: An opposing viewpoint – a drawback to the option chosen with context • Paragraph 3: A conclusion to draw the argument together and address the question <p style="text-align: center;">OR</p> <p>METHOD 2</p> <ul style="list-style-type: none"> • Paragraph 1: The case for the option chosen and balance in context • Paragraph 2: The case for the other option and balance in context • Paragraph 3: A conclusion to draw the argument together and address the question
<p style="text-align: center;">Using your own knowledge of business, assess the extent/assess the importance of</p> <p style="text-align: center;">ALWAYS SECTION C LAST QUESTION 10 10 marks</p>	<p>When you get a question which starts with “using your knowledge of business” you need to consider the importance of the term you have been asked about against other important competitive elements such as marketing mix (product, price, place and promotion) or revenue and profit or the efficiency/productivity of their staff/factories etc.</p> <p>There is no right or wrong way to answer this question, but you should aim to make a judgement which is supported and balanced.</p> <ul style="list-style-type: none"> • Paragraph one – 2 reasons/consequences why x is important • Paragraph two – Balance – 2 reasons why other factors may be important • Paragraph three – conclusion – Overall is it important? – what will it depend on?
<p style="text-align: center;">Ways to add balance</p> <p style="text-align: center;">For example to a question which asks to assess the benefits?</p>	<ol style="list-style-type: none"> 1. Are there any potential drawbacks? 2. it depends rule – Does it depend on the amount or size of.....? Does it depend on customers? Competitors actions ? 3. Are these benefits automatic or certain? 4. Which benefit is more important/most valuable?