

**IGCSE BUSINESS INSIDER - How to maximize your return in marks for in the most time efficient manner**

Assessment Objective (What gets you marks)	Code	Question Words	Example (from paper1) <i>Identify and explain two benefits to business ABC of having full-time employees.</i>	Paper 1 %	Paper 2 %
A01 Knowledge and Understanding (facts)	K	State, identify, calculate, "what is meant by"	Employees are more motivated	40	20
A02 Application (putting the business knowledge in context)	AP	If question refers to a specific business, you must APPLY your answer to that business	There is a growing demand for shoes (using information from case study)	30	30
A03 Analysis (explaining what impact the knowledge will have on the business)	AN	Explain	So C&C will be able to keep up with demand	15	25
A04 Evaluation (judgement)	EV	Justify	See evaluation section for example	15	25

**ANSWER STRUCTURE—How to write mini essay answers**

Paper 1 (e) 6 mark questions <i>Should business ABC choose to change X or keep Y? Justify your answer 6 marks</i>	Paper 2 (a) 8 mark questions <i>Identify and explain two reasons why added value is important to business ABC.</i>	Paper 2 (b) 12 mark questions <i>Business ABC is considering changing to Option X,Y or Z. Recommend which option they should choose. Justify your answer.</i>
<p>YES BECAUSE.....Include K, AN, AP (2 marks) NO BECAUSE.....Include K, AN, AP (2 marks) IN MY JUDGEMENT.....INCLUDE EV (2 marks)</p> <p><i>Although in the short term changing to X with lead to a greater capital cost in the long term the machinery will lead to greater efficiency, cost savings and profitability for business ABC</i></p>	<p>Reason 1: <i>K Allows costs to be paid</i> Explanation: <i>2AP,1AN as wages and other factory costs are paid out of the revenue from sales of paint (ap) and the price of paint is higher than the total costs of producing it (ap). This means that Business ABC will make a profit (an).</i> Reason 2: K Explanation: 2AP,AN</p>	<p>Option 1 – <i>Benefit explained in context</i> <i>Limitation explained in context</i> Option 2 – <i>Benefit explained in context</i> <i>Limitation explained in context</i> Option 3 – <i>Benefit explained in context</i> <i>Limitation explained in context</i></p> <p>Evaluation – see evaluation section</p>

<b>EVALUATION</b>	<b>BUSINESS VOCABULARY</b>	<b>Factors to Consider in Every Question</b>
<p>after considering the BENEFITS and LIMITATIONS of a business decision, making a JUDGEMENT as to what is most important for the business in question. You must show why choosing one option is more beneficial than the other option. Example: <i>Do you think C&amp;C should employ only full time employees in their business? Justify your answer.</i> IN MY JUDGMENT <i>although full time employees may be more motivated, the most crucial factor in C&amp;Cs success is keeping overhead costs low as demand for concert tickets changes often so full time employees will not be the most cost effective option.</i></p>	<p>Cost effective Change/Innovation Adding/creating value Competitive advantage Business objectives Long term/short term Management Capital</p>	<p><i>What kind of business is it?</i> <i>What is the business size? Is it profitable?</i> <i>What are the business objectives?</i> <i>Who are the competitors? How can your business gain a competitive advantage</i> <i>What is the economic/market environment?</i> <i>What opportunities/threats are there to the business and how can they take advantage of them?</i></p>