

AQA GCSE Business

How to structure your answers

Marks available	Type of question	Structure
1	Multiple choice	Make it clear which answer you are choosing
2	Explain	Point and explanation
3	Explain one	One point only , explanation and consequence to the business
4	Explain one	One point only , explanation, consequence to the business and additional consequence to the business
6	Analyse one	One point only Positive impact – Point and explanation Negative impact - Point and explanation Conclusion – Opinion and justification Use information from the text 'The evidence shows.....'
6	Analyse	Side 1 - Point and explanation Side 2 - Point and explanation Conclusion – Opinion and justification Use information from the text The evidence shows.....'
9	Analyse or recommend	Side 1 – Point, explanation and consequence to the business Side 2 - Point and explanation and consequence to the business Conclusion – Opinion, justification and consequence to the business Use information from the text The evidence shows.....'
12	Analyse the impact	Option 1 Positive impact – Point, explanation and consequence to the business Negative impact – Point, explanation and consequence to the business Option 2 Positive impact – Point, explanation and consequence to the business Negative impact – Point, explanation and consequence to the business Conclusion The best option , justification and consequence to the business The other option , justification of why it is not the best option Use information from the text The evidence shows.....'

Exams

Paper 1 1h 45mins	Paper 2 1h 45mins
3.1 Business in the real world	3.1 Business in the real world
3.2 Influences on business	3.2 Influences on business
3.3 Operations management	3.5 Marketing
3.4 Human resources	3.6 Finance

Use key terms in your answers

Instead of.....	Try...
Money	Revenue Profit
Saves money	Reduces costs Reduces expenditure
Makes more money	Increases revenue Increases income Increases profit
Makes employees/staff happy	Increases motivation Improves morale
Makes employees/staff work harder	Increases productivity Improves employee engagement
Employees/staff won't want to leave	Increases employee/staff retention
Customers will want to come back	Repeat purchase Brand loyalty
Staff are nice to customers	Good customer service
Customers will go somewhere else	Increased sales for competitors

Consequences to the business

Positive	Negative
Motivated staff Increased productivity Increased revenue Increased profit	Customer complaints Bad publicity Bad reputation Reduced customers Reduced sales Reduced profit
High staff morale Good customer service Good customer reviews Repeat purchase Brand loyalty Increased sales Increased revenue Increased profit	Poor quality products Increased waste Increased costs Reduced profit

Use connectives

Link your point, explanation and consequences	Introduce your counter argument
Therefore	However
For this reason	Alternatively
As a result	On the other hand
So	Whereas
Consequently	Although