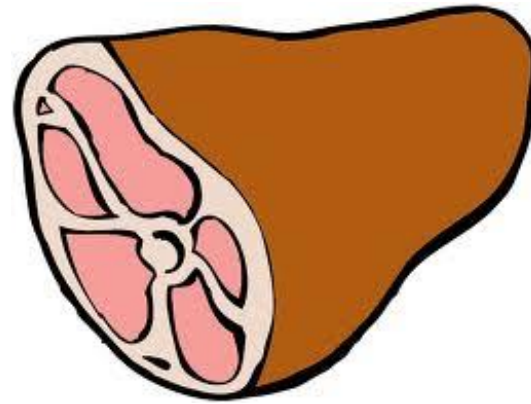
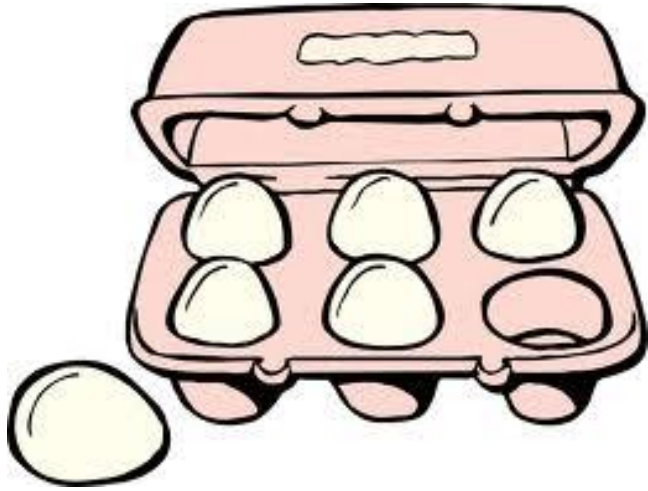


WHAT'S TODAY'S TOPIC?



EEK!

EXAM TECHNIQUE

YEAR 10 BUSINESS STUDIES

BUSINESS & PEOPLE

SOME HANDY TIPS...



- Prepare fully for your exam
- Use your time wisely
- Attempt all questions
- Read the full question
- Answer the question asked not the question you want to ask
- Understand what the examiner is looking for in your answers

EXAM TECHNIQUE

MARK SCHEME

State

1 Mark

Explain

2 Marks

Identify

3 Marks

Analyse

4 Marks

6 Marks

BUSINESS & PEOPLE EXAM TECHNIQUE

The exam is broken down into two parts:

- Business
- People

At the start of each part there will be an introduction to a business which all the questions in that section relate to.

For example:

- Cozy Beds Ltd makes and sells beds and mattresses. It sells to department stores across the UK and to the public directly over the internet.
- Healthy Teeth Partnership (HTP) is a dental practice which opened in 2004.

BUSINESS & PEOPLE

EXAM TECHNIQUE

What were the two example businesses?

- Cozy Beds Ltd
- Healthy Teeth Partnership

Don't forget the business the question is based on as you are expected to **relate & apply** your answer to that business. This is essential for getting the highest possible mark.

BUSINESS & PEOPLE EXAM TECHNIQUE



**RELATE & APPLY YOUR ANSWER TO THE BUSINESS IN
THE QUESTION**

EXAM TECHNIQUE

Q. State who the Prime Minister of the UK is? (1)

The Prime Minister of the UK is a man who is called David Cameron ✓ who lives at 10 Downing Street in London. He is the leader of the Conservative party and MP for Whitney. He was born on 9th October 1966 and is married.



EXAM TECHNIQUE

State and explain one reason why Whitley Bay-kery's objectives may have changed after its first year of business. (2)

Because Whitley Bay-kery have grown ✓ as a business they may have more customers and may want to start making a profit ✓ as they are established and may want to take the business further.



EXAM TECHNIQUE

Explain one advantage and one disadvantage of operating the business as a partnership? (4)

What is missing to help you answer this question?

EXAM TECHNIQUE

Explain one advantage and one disadvantage of Whitley Bay-kery operating as a partnership? (4)

Advantages

Capital, Specialist Skills & Shared Work

Disadvantages

Unlimited Liability, Shared Profit & Disagreements

Choose one & **explain/apply** this to Whitley Bay-kery



EXAM TECHNIQUE

Whitley Bay-kery needs to recruit a new head baker.

(i)* Whitley Bay-kery is deciding whether to use one or both of the following recruitment methods:

- Whitley Bay Local Newspaper;**
- Recruitment Agency**

Explain each of the above methods of recruitment and recommend which would be the most effective for Whitley Bay-kery. Give reasons for your recommendation. (6)

*** Quality of written communication taken into account**

EXAM TECHNIQUE

Level 1 (1-4) – Knowledge and Application

Explanation of using a local newspaper and/or recruitment agency.

Level 2 (5-6) – Analysis and evaluation

You may recommend both however judgement must be supported by appropriate analysis. Both recruitment methods compared with logical reasoning and explanation, but for the sixth mark a justified recommendation/judgement required.

EXAM TECHNIQUE

SERC

State your point

Explain your point

Reference to information in the source material

Criticise

EXAM TECHNIQUE

You now have the chance to develop some of your own questions. You must create three questions for a potential business studies exam:

- Base the questions around an example business & create:
 - 2 Mark Question
 - 4 Mark Question
 - 6 Mark Question