PAPER 1 Short Answer Questions

‘DEFINE’ questions - 2 marks

AO1 Knowledge and understanding	Marks
Knowledge of the term that demonstrates a clear understanding of the term.	2
Knowledge of the term that demonstrates a partial understanding of the term.	1
No creditable response.	0

Quote from PERT.

'For two-mark 'define' questions, there should be two clear knowledge points. Candidates do not need to show creativity in their language – a simply worded dictionary definition using technical language is sufficient. It is often useful to add an example where possible, as this may show knowledge where the definition may be slightly unclear.'

‘EXPLAIN’- 3 marks

AO1 Knowledge and understanding 1 mark	AO2 Application 2 marks
	2 marks Developed application of **one** relevant point to a business context.
1 mark Knowledge of **one** relevant point is used to answer the question.	**1 mark** Limited application of **one** relevant point to a business context.
0 marks No creditable response.	**0 marks** No creditable response.

Note this is a very strange use of application compared to IGCSE.

Quote from PERT

'Explain' is not the same as 'analyse'. 'Explain' asks candidates to make a point, then link it to a business situation. The candidate should show that they understand how the theory relates to real business practices. 'Analyse' asks candidates to apply their point to a business situation. Candidates need to explain why the point matters to the business and use any data which is available to support their points. Candidates should be encouraged to develop the explanation using consequences.'

Therefore

- Answer the question and use FOR EXAMPLE!!

- Remember, saying 'a business' is NOT an example. Think carefully and use the example that best explains the point.

- 1st mark is for knowledge (testing revision) other 2 marks are for how clearly your example explains the point.

Exemplar

b) **Explain one way a business could extend the life of a product**

One way to extend the life of the product is to reduce price. FOR EXAMPLE Samsung could extend the life of the Galaxy S22 by reducing the price THIS MEANS the potential market size will increase as more people can afford it, CONSEQUENTLY sales will increase.

(Note there is no need to link to real examples like the S22, but markers will greatly appreciate this)

Level	AO1 Knowledge and understanding 1 mark	AO2 Application 2 marks	AO3 Analysis 2 marks
2		2 marks Developed application of **one** relevant point to a business context.	2 marks Developed analysis that identifies connections between causes, impacts and/or consequences of **one** relevant point.
1	1 mark Knowledge of **one** relevant point is used to answer the question.	1 mark Limited application of **one** relevant point to a business context.	1 mark Limited analysis that identifies connections between causes, impacts and/or consequences of **one** relevant point.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

AO3 Analysis

Limited analysis 🔲 *– candidate shows one link in the chain of analysis.*
Developed analysis 🔲 *– candidate shows two or more links in the chain of analysis.*

'Analyse' asks candidates to apply their point to a business situation.'

Technique.

Use the full chain of analysis with an example given at the start.

Example
Analyse one way a business might raise productivity levels.

Nike, FOR EXAMPLE could work with its manufacturing partners to train all factory workers. They could select the most effective and efficient workers and have other workers observe them. THIS MEANS that less productive workers will learn new techniques for operating sewing machines. THEREFORE, all workers will be able to work faster with fewer mistakes. CONSEQUENTLY, if they are motivated, workers will make more shoes in a shorter period of time, increasing efficiency.