

The command word map

Every question begins with a command word — it tells you exactly what the examiner wants. Read it first, and answer the verb, not just the topic.

ASSESSMENT OBJECTIVES

A01 Knowledge

A02 Application

A03 Analysis & evaluation

DEMAND

Low

Medium

High

Low demand — recall & describe

Short answers · 1–4 marks · know it or you don't

State Recall a fact or example 1 mark · A01	Give Recall a fact or example 1 mark · A01	Name Recall the correct term 1 mark · A01
List Recall a series of things 1 mark · A01	Identify Pick out or indicate 1 mark · A01	Classify Group or place on a scale 1 mark · A01
Define Give the precise meaning of a term 1 mark · A01	Calculate Work out a value — show working & units 1–4 · A02	Describe Give an account, without reasons 2–4 · A02

Medium demand — explain & apply

Developed points · 2–8 marks · show your reasoning

Explain <i>Say how and why, giving reasons</i> A01-A02 2–6 WANTS A reason developed as a chain — "because... which means...". TRY "Explain one benefit to a business of a strong brand image." AVOID Stating the point but never giving the "why".	Outline <i>A brief account of separate points</i> A01 2–5 WANTS Two or three points sketched briefly — breadth, not depth. TRY "Outline two methods a business could use to motivate staff." AVOID Over-developing one point when marks reward several.
Justify <i>Argue for a viewpoint with reasons</i> A01-A03 8 WANTS Commit to a choice and defend it with supporting reasons. TRY "Justify whether a firm should use price skimming for a new product." AVOID Sitting on the fence — you must back one position.	Consider <i>Weigh a stimulus to reach a judgement</i> A03 4 WANTS Use the evidence given, then reach a short judgement. TRY "Consider whether the location shown suits the new store." AVOID Describing the stimulus without judging it.
Summarise <i>Give the most important facts or ideas</i> A01-2-3 2–6 WANTS The key points only, in your own words. TRY "Summarise the main reasons for the fall in the firm's sales." AVOID Copying the extract or adding trivial detail.	

High demand — analyse & evaluate

Extended answers · 6–15 marks · where grades are won

Analyse <i>Build a step-by-step chain of reasoning</i> A02-A03 12–15 WANTS Each point leads to the next: cause → effect → consequence. TRY "Analyse the impact of a weaker pound on a UK exporter's revenue." AVOID Stopping at one link without tracing the knock-on effects.	Evaluate <i>Use analysis to reach a judgement</i> A02-A03 12–15 WANTS Judgement plus how context (size, market, time) changes it. TRY "Evaluate the case for a business switching to flow production." AVOID Leaving evaluation to a single rushed final line.
Discuss <i>Explore different viewpoints, then conclude</i> A01-A03 12–15 WANTS Both sides argued in depth, then a justified conclusion. TRY "Discuss whether expanding overseas is the best growth strategy for a small firm." AVOID Arguing only one side of the case.	Assess <i>Weigh ideas against each other, then judge</i> A02-A03 8 WANTS Points balanced, ending in a supported judgement on what matters most. TRY "Assess the effects on Tesco of raising staff pay above minimum wage." AVOID Listing pros and cons with no final decision.
Compare <i>Explore similarities & differences</i> A01-2-3 12–15 WANTS Direct comparisons in one sentence — "whereas", "in contrast". TRY "Compare debt and equity as sources of finance for a growing firm." AVOID Describing each option separately with no link.	Examine <i>Explore a point in depth using analysis</i> A01-A03 6–8 WANTS Fewer points, developed deeply, backed by an example or data. TRY "Examine the factors a business should weigh before launching a product." AVOID A shallow list of many undeveloped points.
Suggest <i>Recommend a course of action from a stimulus</i> A03 12–15 WANTS A recommendation drawn straight from the data, with reasoning. TRY "Using the data, suggest one way the business could improve cash flow." AVOID Ignoring the figures and answering from memory.	Interpret <i>Explain what a stimulus or figure means</i> A02 2–6 WANTS Say what the trend or figure shows for the business. TRY "Interpret the change in the firm's gross profit margin in Table 1." AVOID Restating numbers without explaining their meaning.