

The 9-Mark Frame

Two paragraphs · PEE with a chain of reasoning · AJIM conclusion



THE QUESTION

Debbie is spending many hours a week updating the ODP social media account and responding to messages. **Recommend whether Debbie should continue to use social media to promote ODP.** Give reasons for your answer. [9 marks]

FROM THE EXTRACT — MINE BOTH TYPES

Runs ODP **from home**, set up **quickly**. Social media brings **reviews** & the messenger is a great way to answer questions — but **people expect a quick response**. Many ‘likes’, yet she is **unsure how many became bookings**. Prefers not to travel >1hr; wants time with family.

PARAGRAPH 1 — FOR

01

POINT

“*One reason Debbie should continue is...*” — she should keep using social media because it is a low-cost way to reach customers.

EXPLAIN — build the chain

because of this... leading to... therefore...

The **reviews** from previous customers build trust; **because of this** more potential customers see social proof, **leading to** higher enquiries via messenger, **therefore** ODP gains bookings at almost no marketing cost.

ANSWER THE QUESTION

So this suggests Debbie **should** continue, as free reach is valuable for a home-run start-up.

PARAGRAPH 2 — AGAINST

02

POINT

“*On the other hand...*” — the time cost may outweigh the benefit, as she spends **many hours a week** on it.

EXPLAIN — build the chain

because of this... leading to... therefore...

Customers **expect a quick response**; **because of this** Debbie must monitor messenger constantly, **leading to** less time with her family — the very reason she left her job, **therefore** the opportunity cost is high, especially as she is **unsure how many likes become bookings**.

ANSWER THE QUESTION

So this suggests she should be **cautious**, as unmeasured effort could harm her work-life balance.

PARAGRAPH 3 — CONCLUSION · USE AJIM

A

ANSWER

Your clear answer / recommendation.
“*Overall, Debbie should...*”

J

JUSTIFY

Justify it & explain with a **new point** not used above.

I

IT DEPENDS ON

Internal / external factors, functional areas, stakeholders.

M

MOST IMPORTANTLY

The single most important factor behind your answer.

HOW THE MARKS ARE BANDED (OUT OF 9)

L3

7–9

Developed evaluation. Both sides explained with chains of reasoning, applied to ODP throughout, and a **justified judgement** that answers the question.

L2

4–6

Applied analysis — reasoning developed but judgement is weak, one-sided, or not fully supported.

L1

1–3

Basic points, little or no application to the extract, no real judgement.

GRADE 9 TOP TIPS

- Use **both** qualitative (reviews, family time) *and* quantitative (hours, minimum wage, likes vs bookings) evidence in every paragraph.
- Don’t sit on the fence — **commit to one answer** and defend it in the conclusion.
- Bring a **new point** into the conclusion; don’t just repeat P1 and P2.
- Finish each paragraph by **linking back to the exact question wording**.