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| Command Words |  |
| Give, State, Identify | Write a simple list of points, don’t use more than a few words. Each different point you make is worth one mark |
| What is meant by … | Accurately define the term and give an example – usually 2 marks |
| Calculate | State formula, show working out, provide answer |
| Outline | Usually 2-3 marks, use the number of marks as a guide. Make a point and develop it, make sure it is based on the data given |
| Describe | Usually 3-4 mark questions, define key term, must be answered in context – refer to the case, must develop your point, normally 2 points, both developed and appropriate to case study. |
| Explain | Make a number of points, use connectives like because, this leads to, therefore. Always give a definition, must apply to the questions  |
| Justify | Make a decision, develop your points using connective words, apply to case study, conclusion, discuss alternative options |
| Discuss | Write and explain up to 2 factors relating to why that issue might be important to the business in case, put value on one of your answers, you need to be analytical and evaluative, use must make a judgement and offer alternatives, explain which is most important factor , provide balance and must be applied. |
| Assess | Must be linked to case, offer balanced view, attach value to your points, weigh up, make a judgement, use paragraphs, it depend on … |