



Business - Exam technique

1. Which **connectives** can I use to link my strands of development within my answers?

This leads to...

As a result....

This means that....

Therefore....

Which in turn will mean.....

2. **Strands of development** for the business – Positive impacts/advantages/benefits.....

Increased sales volume
Increased revenue
Increased profit (provided costs don't rise)
Increased market share
Increased brand recognition
Increased customer loyalty
Easier to recruit good staff
Decrease in staff turnover
Bigger presence in their market/industry
Able to buy in bulk and achieve economies of scale
More retained profit to invest in other projects such as.....
Widen their product portfolio
Diversify
Increased social media presence
Invest in new technology
Expand abroad
Increased footfall
Staff retention

If the question asks for drawbacks/disadvantages or you decide to include negative impacts, then quite often you can use the opposite of those above. Obviously they must fit the context and topic.

3. At the end of a ***justify and evaluate*** question you will write your '***conclusion***' which includes the most important reason for your choice long term.

Then '***what it depends on***'.....

Here are some examples that you may wish to use. Obviously they must fit the context and topic.

No unexpected competitors entering the market
Inflation not rising
Interest rates not rising
An unexpected drop in demand
A change in the demographic in my local area
Having to cut costs e.g. cheaper materials, redundancies, smaller premises, reduced wages
A disagreement within the management of the organization
Not being able to recruit specialist staff
A change in legislation
A change in technology making my product/service obsolete
An unexpected weather pattern for the time of year
The culture and morale within the organization remaining positive

