

## GCSE Business – Writing frames

**State one – Business term that must relate to the specific business/industry context required**

State one market segment that ..... or State one job role that.....

*\*Product/service must be named*

1 mark

**Outline one – 1 strand of development and context required**

An advantage/disadvantage/impact is that.....

1.This may then lead to.....

*\*Product/service must be named*

2 marks

**Explain one – 2 strands of development**

An advantage/disadvantage/impact is that.....

1.This may then lead to.....

2.as a result.....

3 marks

## Discuss – 5 strands of development

**An advantage/disadvantage/impact is that.....**

1.This may then lead to.....

2.as a result.....

3.and eventually could mean.....

**Another advantage/disadvantage/impact is that.....**

4.This may then lead to.....

5.as a result.....

6 marks

## Analyse – 5 strands of development and context required

One advantage/disadvantage/impact is that.....

1.This may then lead to.....

2.as a result.....

3.and eventually could mean.....

Another advantage/disadvantage/impact is that.....

4.This may then lead to.....

5.as a result.....

6 marks

**Justify – 5 strands of development / balance / context required**

*Circle your chosen option in the question*

The **advantage** of this option is that....

1.this may then lead to.....

2.as a result.....

However, the **disadvantage** of choosing this option is that....

3.this may then lead to.....

4.as a result.....

5.Overall and most importantly I think my option will work best because.....

However, I do realise it depends upon

9 marks

## Evaluate – 5 strands of development / balance / context required

**Yes, they should/it will work/it will impact positively/it's very important/there is yes/**

This is because...

this may then lead to.....

as a result....

**No, they shouldn't/It won't work/impact will be negative/it's not that important/there isn't**

This is because...

If they're not careful this may then lead to.....

as a result.....

Overall I think it best to.....

This is of most benefit to company x because .....

However, for it to work it will depend on.....

12 marks