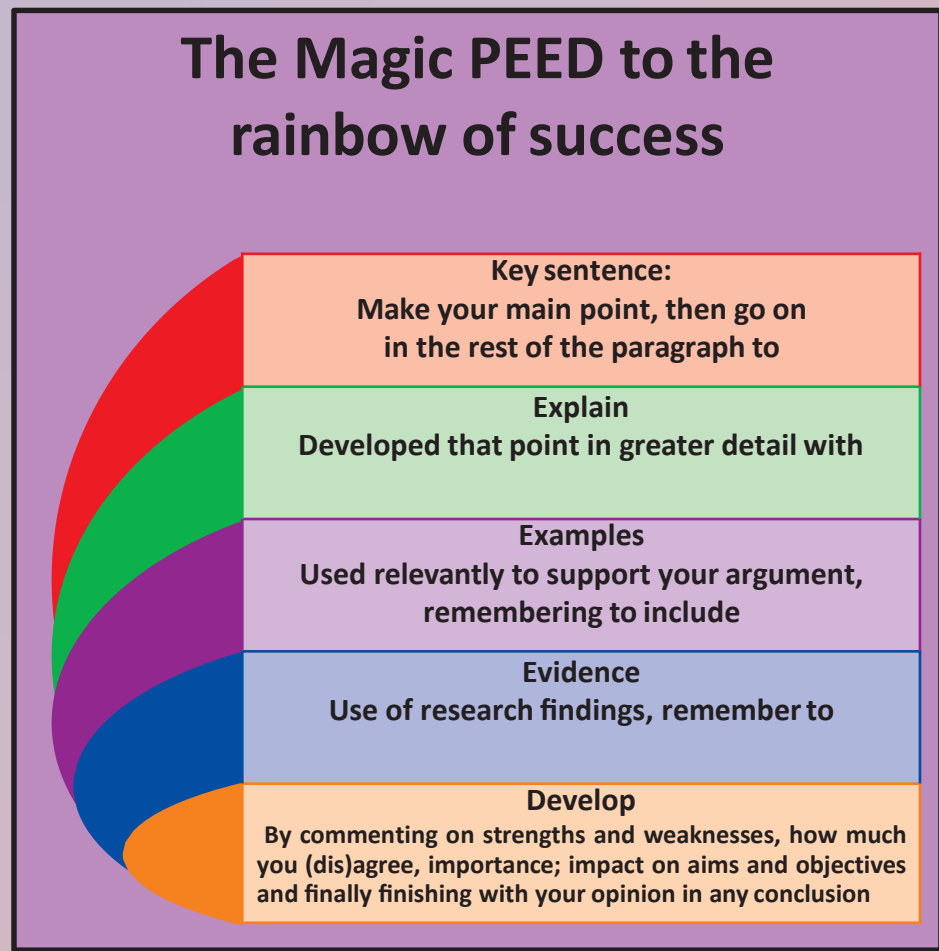


## EXAM COMMAND WORDS

Analyse	Explained main points why are they important and how they link?
Discuss	Explore the point with the advantages and disadvantages
Evaluate	Give an opinion with good and bad points
Give a reason for	Use because in your answers
Justify	Reasons for the opinion or conclusion
Describe	Give a detailed account
Explain	Describe, Giving reasons and causes
Outline	Given the main points
Examine	Look at more closely
Interpret	Explain the meaning with examples
Define	Gives the meaning of
State	Give a short meaning
Identify	Recognise, prove something

# BUSINESS STUDIES



## HOW TO USE PEED

Example Paragraph

3c) To what extent is John's approach managing the business necessary if he is to achieve his aims?

Johnny's approach is focused on keeping costs down. The hotel was near to "bankruptcy during a recession" So to increase profits he has to ensure he is generating maximum income without spending huge sums of capital. He also cannot afford to spend, so will not buy new equipment, such as running machines. This will help him to achieve his aim of making the "business profitable enough to sell within four years." In the short-term, This will increase profitability of the business, But only if income is sustained. In the long term, Benningon Hall Hotel will find further "drop in clients" and will continue to see that "appointment book is not full" as a consequence of keeping costs down and not investing in new equipment.

## HOW TO STRUCTURE EXAM ANSWERS

Point	Example/ Evidence/Quote	Short-Term	Long-Term

## BUSINESS FORMULAE

- Sales Revenue - Total Cost = Profit/Loss
- Number Sales x Selling Price = Sales Revenue
- Fixed Cost + Variable Cost = Total Cost
- Sales Revenue - Cost of Sales = Gross Profit
- Gross Profit - Expenses = Net Profit
- $\frac{\text{Fixed Costs}}{\text{Selling Price} - \text{Variable Costs}}$  = Breakeven Point  
Per unit                      Per unit

## BUSINESS RATIOS

- $\frac{\text{Gross Profit}}{\text{Sales Revenue}} \times 100 = \text{gross profit margin \%}$
- $\frac{\text{Net Profit}}{\text{Sales Revenue}} \times 100 = \text{net profit margin \%}$
- $\frac{\text{Current Assets}}{\text{Current Liabilities}} = \text{current ratio ( :1)}$
- $\frac{\text{Current Assets} - \text{Stock}}{\text{Current Liabilities}} = \text{Acid test ratio ( :1)}$



# LITERACY MAT

## Structuring your writing

### Key Sentence

Make your main point, link in with the question

### Point

Make a point in response to the question being asked

### Explain

And develop that point in greater detail

### Evidence

Add in quotations or examples which support your point

### Evidence

Add some evidence which supports your argument

### Explanation

Explain how your evidence is important. What effect does this evidence have?

### Examples

Add some examples which support your argument

### Evaluate

By commenting on strengths and weaknesses - how much do you agree/disagree?

### Develop

Develop your finding back to the question

### when to start a new paragraph

New Topic

New Theme

New Place

New Person

speaking for dramatic effect

### Common Errors

I is always a capital letter when writing in the first person - I am reading the book that I bought

A lot - is two words I did a lot of homework last night

#### Making words ending in 'Y' plural

If there is a vowel before the 'Y' just add 'S' boy = boys

If there is a consonant before the 'Y' it becomes 'ies' fly = flies

## CONNECTIVES

### ADDING

also/and  
moreover  
furthermore  
in addition  
as well as...

### QUALIFYING

however  
although  
unless  
yet  
despite  
if

### CAUSE & EFFECT

so  
as a result of  
because  
consequently  
therefore  
thus

### EMPHASISING

in particular  
significantly  
notably  
most of all  
especially  
indeed  
usually

### COMPARING

compared with  
equally similarly  
likewise  
in the same way  
as with  
..are similar in that..

### CONTRASTING

however  
on the other hand  
although  
on the contrary  
instead  
alternatively  
while  
whereas

### ILLUSTRATING

for example  
for instance  
such as  
as revealed  
take the case  
as can be seen by..

### SUMMING UP

in conclusion  
in summary  
overall  
on the whole  
to conclude  
to sum up

## COMMON HOMOPHONES

### There/their/they're

**There** - shows position - your seat is over **there**  
**Their** - shows that 'they' own something - **their** blazer are blue  
**They're** - is short for 'they are' - **they're** revising every day

### Your/you're

**Your** - shows that 'you' own something - this is **your** pen  
**You're** - is short for 'you are' - **you're** coming to my house

### Know/no

**Know** - to have knowledge about something - I **know** my spellings  
**No** - the opposite of yes or not any - **no** biscuits are left

### Comma

used to indicate a pause or separate items

### Full Stop

Used to indicate that a sentence has finished

### Semicolon

Used to join two strongly related sentences or to separate items in a series that had com

### Exclamation Mark

Used at th end of a sentence to show surprise or shock

### Quotation or Speech Marks

used before and after a quotation or direct speech

### Colon

used to introduce an explanation, further details or a list

### Apostrophe

used to show possession or to show that we left out a letter or group of letters

### Brackets

used for less important details such as an afterthought or personal comment

### Question Mark

used at the end of s question

### Slash

used to indicate line breaks when quoting poetry or plays