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| **6 Mark Question (2 points).**  **(Discuss/Analyse- both require context and link back to the scenario)** | **9 Mark Question** **(CHOICE QUESTION) ALWAYS link to scenario.** | **12 Mark Question**- **Constantly link to scenario and wider business** |
| **Point 1-** in reference directly with the question, state your answer. | **Give the advantage of option A** | **Make your point**- link to question and wider context. Add key business terminology and anything relevant rom the case study |
| **Because…**  Immediate impact of your point (and any key terminology) | **It will increase…..** | **This is because.**  What is your reason for the previous point |
| **This could lead to… leading to.. This impacts the business by…**  Wider impact of your point. Think of the bigger picture | **This leads to….** | **This leads to…**  What is the initial impact on the business? |
| **Therefore:**  What is the further impact of your statement above | **Therefore…** | **Therefore…**  What is the further/wider impact on the business… |
| **Point 2**- in reference directly with the question, state your answer. | **Give the advantage of option B** | **Repeat the above** |
| **Because…**  Immediate impact of your point (and any key terminology) | **This is because…** | **What is the disadvantage of your point…**  However…  Although it could be argued that…  Link specifically to question and wider context/ anything relevant to the scenario. |
| **This could lead to… leading to… This impacts the business by…**  Wider impact of your point. Think of the bigger picture | **This leads to…** | **This is because…**  What is your reason for the previous point |
| **Therefore:**  What is the further impact of your statement above | **Therefore…** | **This leads to….** |
|  | **Conclude/ Justify** which option is better. Use SPATULA. You must make a choice but MUST use it depends or HOWEVER  A-Answer  J- Justify your answer. Why is it better.  M-It depends on  M- Most important point | **Therefore….**  What is the further/wider impact on the business. |
|  |  | **Conclude/ Justify** which option is better. Use SPATULA. You must make a choice but MUST use it depends or HOWEVER  A-Answer  J- Justify your answer. Why is it better.  M-It depends on  M- Most important point |