



PARENT'S GUIDE to **BUSINESS STUDIES**

A GRADE WRITING

LOOKS LIKE THIS:

QUESTION

Using your knowledge of Business, assess the importance of giving celebrities free bags in allowing Mulberry to build a successful marketing mix (10 marks)

ANSWER (SAMPLE PARAGRAPH)

It enhances Mulberry's branding as they will receive free publicity. When celebrities are seen with the bags other people are likely to purchase them as they will be viewed as fashionable. In the world of designer fashion this is essential and crucial in building a successful marketing mix and gaining a competitive advantage over rival businesses. On the other hand this could damage Mulberry's brand. If a celebrity attracts negative publicity through their actions this could reflect poorly on Mulberry leading to a loss of sales across their product range. **(The whole answer was 1.5 sides of A4 in length.)**

Why is this A grade:

- It answers the question directly
- It makes clear points and supports these with one or two strands of explanation
- Reference is made to the Case Study.
- Writing is efficient; each line contributes to building the argument.
- Business terminology is used skilfully
- There is balance in the answer
- The answer goes onto draw a reasoned conclusion based on the

C GRADE WRITING

LOOKS LIKE THIS:

Giving celebrities free bags will benefit Mulberry by improving the promotion part of the marketing mix. If a celebrity is seen in magazines it will increase promotion and more people will become aware of the product. Also if a celebrity is seen with a product it makes the product seem fashionable and 'cool'. This benefits Mulberry as it is a cheap way of advertising and their sales will increase as their product is seen as fashionable. **(Total answer was 1 side of A4)**

Why is this C grade:

- Makes clear, relevant points
- At least one strand of explanation is used to support each point made.
- Points made are effective however the argument may be one sided and lack balance.
- Some reference to case study may be made.

How can YOU SUPPORT your CHILD with **BUSINESS STUDIES REVISION?**

Two years of new content means that following a detailed Business Studies revision schedule is essential.

Knowing how to answer exam questions and developing exam technique through practice is equally important.

PUPILS SHOULD BE:

- Downloading the Business Department's electronic resources. These include all class teaching materials/worksheets and all past exam papers and mark schemes. These are available on the school's drive.
- Writing answers in **timed conditions**. A good strategy for revision is to do questions in timed conditions and then **compare their answers** with the mark scheme.
- Occasionally practising **WHOLE** papers so that they can work on getting their timings correct.
- Working to a detailed revision schedule that ensures that the full content of the course is fully revised before the exam.
- Attending **REVISION** sessions.

PARENTS CAN:

- Make sure their children have somewhere quiet to do their revision sessions.
- Make sure their children have downloaded necessary school resources and have accessed the revision workbook and revision guide.
- Ask their children about their revision and encourage them to attend revision sessions after school on a **Tuesday**.
- Check that the standard of their work (for homework and revision) is of an acceptable standard.

If you require further help and advice on supporting your child through their BUSINESS GCSE, please do not hesitate to contact their BUSINESS TEACHER.