CAMBRIDGE BUSINESS ESSENTIALS

CAIE BUSINESS A-LEVEL COMMAND WORDS

DEFINE — AS ONLY

To give the exact meaning of a term or concept.

Define the term 'public sector'
Organisations that are owned/controlled by the government

EXPLAIN — AS ONLY

Make clear meaning of concepts or relationship between concepts. May require application (details from case study)

Explain the relationship between a mission statement and a business objective
The mission is the aim, but the business has the specific targets called objectives to reach that aim
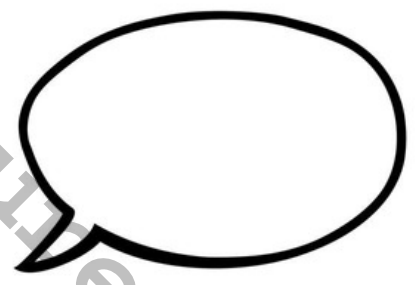
CALCULATE — AS&A2

Work out from given facts, figures or information in case study

Calculate the rate of labour turnover for the whole of JS in 2018.
(Number of employees who left /Total number of employees) x 100
(7400/40000) x 100 = 18.5%

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ANALYSE — AS & A2

Build a chain of analysis explaining the impact
Knowledge + Application + Analysis + Further Analysis

Analyse one economy of scale and one diseconomy of scale which may affect JS.
(K) Marketing economies of scale
(AP) Because JS has an outlet in every major town and city
(AN) JS can use nationwide advertising campaigns which are likely to have less cost per potential customer who sees it
(DEV) which means JS has more money to spend on finding people jobs
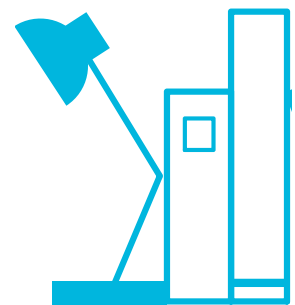
DISCUSS/EVALUATE/RECOMMEND — AS & A2

First analyse your choices, then make a decision and justify your choice

Recommend how JS could improve the motivation of its employees in Department A. Justify your recommendation.
Overall pay could help to improve the motivation of the employees in Department A (EVAL) because it has the highest labour turnover rate and the biggest reason is poor pay (EVAL). However, it depends on whether JS can afford to increase pay enough to make a real difference to the motivation of the employees (EVAL).

7 TIPS FOR SUCCESS IN ALL CAIE BUSINESS A LEVEL QUESTIONS

1) READ DATA AND CASE STUDIES CAREFULLY
2) PLAN TIMINGS BASED ON MARK ALLOCATIONS
3) USE 'COMMAND WORDS' TO HELP YOU STAY FOCUSED ON THE QUESTION
4) USE THE INFORMATION FROM CASE STUDY TO ANSWER THE QUESTION
5) USE BUSINESS THEORIES IN CONTEXT
6) USE AND COMMENT ON CALCULATIONS
7) MAKE A WRITTEN PLAN FOR LONGER ESSAY ANSWERS