

## Cambridge Assessment International Education

# Business Essay Essential Guide

HERE ARE 5 WAYS TO IMPROVE YOUR BUSINESS ESSAY WRITING



### 1.) PLAN

Before you start STOP!  
Make a simple plan - arguments for and against  
Respond to the command words in the question - see the CBE  
guide to command words for further info

### 2.) USE PARAGRAPHS

These show you have finished one point and are  
going onto the next.

They allow to use a simple structure in each  
paragraph



### 3.) FOCUS ON THE QUESTION



Use the **command word** to direct you.

[youtube.com/c/MegaLecture/](https://www.youtube.com/c/MegaLecture/)  
Focus on the subject in the question - is the question asking  
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about *employees or managers?* Human resources or operations

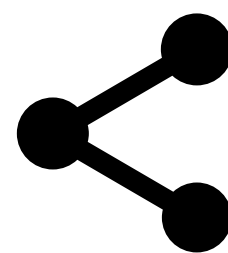
**Context** - use evidence from the case study (P2 & P3) or your  
own knowledge (P1) to support your answer

### 4.) USE CONNECTIVES PHRASES

Use the chain of analysis structure in each paragraph

Use phrase like: "*this means that*", "*this will impact the  
business*" to introduce **ANALYSIS**

Say "*this is of crucial importance because*" or "*other factors  
to consider are*" to introduce **EVALUATION**



### 5.) GET THE INSIDER INFORMATION



Each question will have it's own recipe for **Knowledge, Application, Analysis** and **Evaluation**  
For example an **A2 20 mark** question has just **3 Knowledge** marks  
but **10 for evaluation**.

See the Cambridge Business Essential Question Guides so you  
know exactly what you need to include for top marks in each  
question

FIND OUT MORE AT  
[WWW.CIEBUSINESS.CO.UK](http://WWW.CIEBUSINESS.CO.UK)

We have question specific guides to each kind of question at A-  
level and AS level, past papers, question solutions and video  
tutorials all designed to maximise your grades in Cambridge  
International Business A-level.