**2 mark question:**

*What is meant by…*

Give a definition of the key word and an example if you are unsure

**2 mark question:**

*Identify/State two methods of…*

1-2 word answer giving examples of the key word

**2 mark question:**

*Outline two reasons…*

State a reason and give an example to demonstrate your point

**8 mark question:**

*Assess the usefulness of…*

1. 1 BLT paragraph about how useful X is using MOPS
2. 1 BLT paragraph about a drawback of X using MOPS
3. A conclusion paragraph about the overall usefulness based on your argument

**3/4 mark question:**

*Explain/Describe…*

1 BLT Paragraph using MOPS

**MOPS – The Steps to Application Success!**

**M – Market**
What kind of market is the business in? Who are their competitors?

**O – Objectives**
What are their objectives? Increase revenue? Increase profit? Innovate? Improve product range?

**P – Product**
What products do they sell/services do they provide?

**S – Stakeholders**
Who are the key stakeholders involved? Customers? Staff? Competitors?

**GCSE Business Studies**

**Unit 3 Survival Guide**

**8 mark question:**

*State one advantage and one disadvantage of…*

1. State one advantage
2. BLT paragraph explaining the advantage using MOPS
3. State one disadvantage
4. BLT paragraph explaining the disadvantage using MOPS

**4 mark question:**

*Calculate…*

Using the information given, show your calculations for stock control, profit, break even (don't forget the units!)

**6 mark question:**

*Which of these two options…*

1. 1 BLT FOR your recommendation
2. 1 BLT AGAINST the other option

**6 mark question:**

*Discuss the benefits…*

1. 1 BLT paragraph about the benefit
2. 1 sentence about a drawback
3. 1 BLT paragraph about another benefit
4. 1 sentence about a drawback

**10 mark question:**

*Using your knowledge of business, assess the importance of…*

4 BLT paragraphs using MOPS

1. The importance of the key word in the question
2. The importance of another key factor
3. The importance of another key factor
4. A conclusion paragraph about the most important factor using it depends on, in the short term and long term