

**Consolidation and preparation during Easter break.**

*“By failing to prepare you are preparing to fail.”* Benjamin Franklin

*“If I had eight hours to chop down a tree, I'd spend six sharpening my axe.”* Abraham Lincoln

*“Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work.”* Stephen King

**How to succeed in A Level Business exams?**

**CONTENT** (theory, ans q actually asked) / **CONTEXT** (use of / application to – think MOPS) / **TECHNIQUE** (structure, depth, connectives, analysis (including ‘balance’) and evaluation – a decision / judgement / solution – proposed and justified – recognising that there will be implications for resources (needing managing – Kotter) and likely an impact on the achievement of objectives – in the short term and long term.

- **Question focus** – answer the question actually asked – in context – don’t wander off.
- **Timing** – practising writing (legibly) helps speed up – as does learning definitions / ratios / theories – so that you don’t have to waste time trying to trawl for them.
- Applying above to the **context** (including stimulus material) given.
- **TECHNIQUE** (structure, connectives, balance, analysis and evaluation) – this is what we can really build on during these final few weeks through repetition. I have consistently pushed this message from Day 1 (every answer needs the same components to access the marks: accurate **CONTENT** + application to **CONTEXT** + appropriate **TECHNIQUE** – every answer is ‘same tune, different lyrics’).

**Key Resources to use to support your preparation?**

- Specification overview / checklist for Themes 1 – 4.
- Pearson Booklets for Themes 1 – 4.
- Paper 3 – Entertainment Industry – Synoptic (Themes 1 – 4). Your mock paper – but more importantly my annotated context and specimen answers. Also – the pack of questions (x2) and answers (x1).
- Revision Guides – Year 12 (Themes 1 & 2) and Year 13 (Themes 3 & 4) – including learning Key Terms.
- My ‘Answer Structure’ by question marks available booklet – including the Mark Scheme (what the examiner will look at by question marks available).
- All my (often colour-coded) specimen answers from both Year 12 and Year 13 (exemplifying: **CONTENT** + **CONTEXT** + **TECHNIQUE**).
- Textbook
- Edexcel website – link to all past papers, mark schemes and examiner reports – *emailed to you 12<sup>th</sup> March 2020.*

**Stay focused, safe & healthy – balance.** Mrs Lennon

