How to Structure A Brilliant Answer

# An 8-10 marker (Content, Application and Analysis only)

Cover as many CONTENT points as you can. **At least 5 points**. Write a separate paragraph for each point. If you are asked to analyse the pros and cons, then look at both sides of the argument by selecting a mixture of views in the points you raise. If there is a diagram associated with the theory you’re covering, then **draw** it. For example: Ansoff’s Matrix? The Boston Matrix? Porter’s Generic Strategies or 5 Forces?)

ANALYSE each point you raise. In other words, explain what you mean. Use connective words such as **“therefore….”** and **“as a result….is likely to happen”,** and **“because ……”**. Never assume the examiner will understand what you mean. It is up to you to **explain yourself**. This is absolutely critical. Look for the **implications** (the knock-on effects) of the points you raise for the business in the case study.

For APPLICATION, **use the case study** for inspiration. Illustrate your answer using the case’s examples and **write 100% of the time in the context of the case study** business.

# A 12+ marker (Content, Application, Analysis and Evaluation)

Do exactly the same as the above, but this time also look at the **limitations** of every paragraph you raise. So at the end of each paragraph, once you have explained the point in context of the case study business, use connective words such as **“but…..”, “however…”** and **“on the other hand…..”** to look at the **counterargument**. This provides the **balance** that is necessary for a good answer.

At the end of your answer, write a **conclusion**. Here you **weigh up** both sides of the argument. NOTE if you have not looked at both sides of the argument, you cannot do this. **Make a clear decision** **and justify it.** A good way of justifying your view is to select the **‘winning argument’**, i.e. the key argument out of all the ones you’ve considered. Then write about why it stood out to you to be the winning argument. Then undermine all the other views / arguments you’ve considered in the main body of your answer.