**GENERAL EXAM TECHNIQUE HELP SHEET**

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| **2 Mark: 2 Minutes**   * Answer to the maths question (make sure you put the correct decimal points and that you put in the correct unit) | **4 Mark: 5 Minutes**   * Definition (1-2 sentences) * Evidence presented – 1 to 2 parts (4-5 sentences * Explanation (2-3 sentences) |
| **9 Mark (325 to 450 words): 10 Minutes**   * Intro – Definitions (25-50 words) * Paragraph – Point 1 (150-200 words) – see paragraph guide below * Paragraph – Point 2 (150-200 words) – see paragraph guide below   N.B. No evaluation needed in this question | **15 Mark (475 to 650 words): 15 Minutes**   * Intro – Definitions (25-50 words) * Paragraph – Point 1 (150-200 words) – see paragraph guide below * Paragraph – Point 2 (150-200 words) – see paragraph guide below * Paragraph – Point 3 (150-200 words) – see paragraph guide below   N.B. No evaluation needed in this question |

**10 Mark (300 to 400 words): 15 Minutes (PAPER 3 ONLY)**

* Intro – Definition and perhaps hint at what data shows (25-50 Words)
* Paragraph 1 – Point 1 with explicit reference to data and explanation followed by Evaluation (75-100 words)
* Paragraph 2 - Point 2 with explicit reference to data and explanation followed by Evaluation (75-100 words)
* Paragraph 3 - Point 3 with explicit reference to data and explanation followed by Evaluation (75-100 words)
* Conclusion – Reach an overall judgment and address the question explicitly - 50 Words

**25 Mark (1000 to 1400 words – aim for 1000 words if possible ): 35 Minutes (plus 3-5 minutes planning)**

* Intro – Definitions, Context to the Question, Route through the Essay (50 Words)
* Paragraph – Point 1 As (150-200 words) – see paragraph guide below
* Paragraph – Point 1 Ae (150-200 words) – see paragraph guide below
* Paragraph – Point 2 As (150-200 words) – see paragraph guide below
* Paragraph – Point 2 Ae (150-200 words) – see paragraph guide below
* Paragraph – Point 3 As (150-200 words) – see paragraph guide below
* Paragraph – Point 3 Ae (150-200 words) – see paragraph guide below
* Conc – State a position, Justify that position by using supporting arguments from your essay, Defend that position by referring to weak arguments in your essay (75-100 words)

**SUGGESTED TIMING GAME PLAN**

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| **PAPER 1 and 2** | **PAPER 3** |
| * 15m: Read the extracts, make a choice and plan all answers on the question paper * 20m: 2, 4 and 9 Marker * 35m: 25 Marker * 15m: 15 Marker * 35m: 25 Marker | * 20m: Read the extracts and plan all answers * 35m: Multiple Choice * 15m: 10 Marker * 15m: 15 Marker * 35m: 25 Marker |

**WRITING PARAGRAPHS for 9, 15 and 25 marker**

* Point (sentence)
* Analysis (theory, diagrams and chains of logical explanation)
* Application (real life examples and extracts)
* Link back to Question using the wording in the question (sentence)

N.B. Some paragraphs will contain more Analysis or more Application depending on the point; do not assume it is 50:50

**EXAMPLE PARAGRAPH FOR 9, 15 and 25 Marker explaining why healthcare is considered to be a market failure (175 words)**

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| *“The market has failed because there has been a mis-pricing of healthcare due to consumer imperfect information causing under-consumption at Qm. In figure 1, the market equilibrium will be at A where the marginal private benefits (MPB) are equal to the marginal private costs (MPC) because economic agents are selfish and only take into account their personal costs and benefits. However the MPB is less than the full social benefits (MSB) of consumption to the rest of society meaning consumers do not take into account the full social benefit of consuming healthcare which includes long-term benefits to the rest of society (external benefits or positive externalities represented by A to C) such as being productive at work and less of a burden on the rest of society due to ill-health. Consumers are effectively undervaluing healthcare and are only prepared to pay Pm. This low price means firms will only produce up to Qm as there is not enough of a profit incentive to produce at the allocatively efficient of Qso (where MSC=MSB). Therefore there is under-consumption and production of healthcare causing the market to fail to allocate resources efficiently.”* | *FIGURE 1: Diagram showing Healthcare as a Merit Good* |