R064 Exam - Question Types

What does each of these questions want you to do? What tips have you picked up to answer each style of question?

Analyse (3 marks)	You should only give the number of answers you have been asked for in bold (For 3 marks, it usually asks you for one answer. For 6 marks, it usually asks you for two answers). After you STATE (give) your answer (an advantage, for example), you then need to EXPLAIN your answer and give the IMPACT/RESULT of this. That gets you the additional marks. THIS MEANS THAT is a key phrase to link your answer to your explanation.
Explain (2 marks)	Similar to above, you need to give your answer and then explain it. The impact/result is not needed though. You MUST NOT give more than one answer, if you're asked for ONE disadvantage, give one disadvantage AND THEN explain it for the second mark. This is the most common mistake students make.
Calculate (2/3 marks)	This means you need to do some maths! For all marks, show your working out. If a formula is needed, start by writing this in words. Replace the words with numbers underneath and then give your final answer. If there are more steps to your working out, you should show them too (just in case!).
Identify (1 mark each)	This is simply asking you to think back to your revision and give a single answer or short phrase – it doesn't need explanation, it's usually the name of something (like a phase of the product lifecycle or the name of a pricing strategy).
Justify	You need to explain the reasons for a decision that has been made or why someone would do something.
Recommend	You need to give a balanced discussion of the advantages/disadvantages of two things that have been presented to you in the question (two different methods of promotion, for example) AND decide which one is most suitable. You should give reasons for your recommendation too.

How should you layout a LONG answer (8/9/10 marks?)