

GCSE Business: Which Sentence Earns Which Mark

The 9 mark and 12 mark questions, answered and marked line by line. AQA 8132 and Edexcel 1BS0.

What this pack is

Four complete long answers, one per question type, in which every sentence carries a tag saying what it earns. Beside every sentence that earns nothing there is a note saying why, and the sentence that would have earned instead. A running level goes down the side, and under each model there is a note on what the answer did not do. Then a page of things you can say out loud in a lesson, and a photocopiable sheet for students with the margins blank and the filled version on the back.

The thing that makes it different

Model answers are normally handed out whole and students are told they are good. That teaches very little, because the student cannot see which part did the work. Here the answer is broken into numbered sentences and each one is tagged. Every strong model in this pack contains at least one sentence that earns nothing, because real strong answers contain them.

Who it is for

Teachers of GCSE Business on AQA 8132 or Edexcel 1BS0, Year 10 and Year 11. It is written so it can be taught by someone who has never taught the 12 mark question before. All four questions use the same business, so students spend their attention on the skill rather than on a new case.

A note on accuracy

Tariffs, levels and mark schemes change, and they differ between boards. This pack teaches what a sentence has to do to earn. The wording of the mark scheme grids in it is ours and is labelled as ours on the page it appears. It is not AQA's and it is not Pearson's. What is not ours is the shape of those grids: how many levels there are, where the mark bands fall and which assessment objectives are credited all follow the boards' own published mark schemes, because getting those wrong is how a pack teaches a student to leave marks behind. The four questions are written to match the shapes each board actually sets, checked against AQA's June 2023 papers and Pearson's Summer 2024 paper and sample assessment materials, and not lifted from any paper. On AQA the 9 mark question is Recommend and the 12 mark question asks the student to analyse two options and evaluate which. On Edexcel the 9 mark question is Justify with two options given, the 12 mark question is Evaluate, and Analyse is a 6 mark question on that board. Both boards publish their specimen papers and mark schemes free, and those are the ones to mark against. Redgate Bikes is invented, and every figure is internally consistent, so any calculation in the models can be checked with a calculator.

It is editable

The Word file contains every question, model answer, annotation and both photocopiable sheets as ordinary text, so you can change the business or swap in your own question.

What is in it	Where to find it
Three objectives, the tag key, the command words	How these questions are marked at GCSE
Four level grids, one per question type, and how long an answer should take	Our mark scheme, and the wording is ours
The case, every figure, and the arithmetic	Redgate Bikes

AQA style, 9 marks Recommend and 12 marks two options	Questions 1 and 2
Edexcel style, 9 marks Justify and 12 marks Evaluate. Analyse on Edexcel is 6 marks	Questions 3 and 4
Fifteen things to say to a class out loud	Say it out loud
The photocopiable sheet and the filled version overleaf	Student sheet, mark it yourself

How these questions are marked at GCSE

Three objectives at GCSE, not four

If you have taught A-Level you will be used to four assessment objectives. At GCSE both boards use three, and analysis and evaluation sit together in the headline AO3. That is why an answer that analyses beautifully and never judges still stalls. It does not follow that the judgement is optional, and this is the point on which it is easiest to mislead a class. Edexcel splits AO3 in its mark scheme into AO3a for analysis and AO3b for evaluation and puts marks on each: Pearson's own guidance for the 9 mark Justify question gives AO2 = 3, AO3a = 3, AO3b = 3. A student who leaves the judgement out has not written a thin answer, they have left three of the nine marks untouched. On AQA the 9 mark question is marked AO2 3 marks and AO3 6 marks, and every level of the grid, Level 1 included, asks for a conclusion.

	Name	What it is	The test
AO1	Knowledge and understanding	A term used correctly, a concept named. Calculations are not AO1: both boards mark them as application.	Cheap and necessary. It is the floor of an answer, never the ceiling.
AO2	Application	The point is tied to this business, using its figures, its market or its situation. A calculation on the case sits here.	If the sentence would be equally true of a different shop, it is not application.
AO3	Analysis and evaluation	A consequence followed through, and then weighed against something and decided. Edexcel splits this into AO3a, analysis, and AO3b, evaluation, and marks each separately.	Two things in one objective. Most lost marks are the second half missing.

We tag analysis and evaluation separately in this pack because a student needs to see the difference between following a consequence through and deciding between two things. On an AQA paper the two are described together inside one level descriptor. On an Edexcel paper they are tagged separately in the mark scheme, AO3a and AO3b, with three marks each on the 9 mark question.

The tag key

Tag	Means	What it takes
K	Knowledge, AO1	A term or concept used correctly, with no reference to this business. A figure taken from the case is application, not knowledge.
AP	Application, AO2	Something that is only true of this business: a number, a market, a situation.
AN	Analysis, AO3	A consequence carried through. Because this, therefore that, which means this for Redgate.
EV	Evaluation, AO3	A judgement made, weighed against something, with a reason.
O	Nothing	It is on the page and it earns no mark at all.

A sentence can carry more than one tag. The best sentences in this pack carry three.

The command word decides what the answer has to do

These are the command words that turn up on the long questions, and they are not the same on the two boards. The command word belongs to a board and to a tariff, and taking one board's command word to the other board's paper is how a class ends up practising a question that does not exist.

Command word	Board and tariff	What the answer has to do	What earns nothing on it
Analyse	AQA, and Edexcel at 6 marks	Explore the parts of an issue and their relationship to this business, carrying the consequences through.	A judgement or a conclusion. No evaluation is credited on an Analyse question.
Evaluate	AQA 12 marks, Edexcel 12 marks	Analyse both sides, weigh them against each other, and reach a supported conclusion.	Listing advantages and then disadvantages and stopping.

Recommend	AQA, 9 marks. Not an Edexcel command word	Set out the key points about the different ideas, choose one, and support the choice from the case.	Describing both options and leaving the choice to the reader.
Justify	Edexcel, 9 marks. Not on AQA's published list	Choose one of the two options given, build chains of reasoning from the case for it, and reach a judgement that weighs it against the option you rejected. Marks are AO2 = 3, AO3a = 3, AO3b = 3.	Chains with no decision at the end. The judgement is a third of the marks on this question.
Discuss	Edexcel, 6 marks. Not on AQA's published list	Explore a business concept or issue in depth. These questions carry no case context, though a student may bring an example in to illustrate.	Treating it as a shorter Evaluate. It is not one, and there is no case to apply.

Both boards publish their own list free. AQA's is on its GCSE Business 8132 teaching pages; Pearson's is Appendix 1 of the 1BS0 specification. Check yours, because getting the command word wrong is the cheapest way there is to lose a level.

Six ways a sentence earns nothing

What it is	What it sounds like
Restating the question	There are advantages and disadvantages to hiring another mechanic.
A definition with nothing attached	Cash flow is the money coming in and going out of a business.
True of any business anywhere	This would improve customer service and help the business grow.
A conclusion on an Analyse question, which on Edexcel is 6 marks	In conclusion, turning work away is bad for Redgate. On a 9 mark Justify the same sentence is where three of the marks are, so check the command word before you cross it out.
Repeating a point already made	The same chain written out twice in different words.
It depends, with nothing named	A hedge is only a judgement once you say what it depends on.

Why the running level is a level, not a tick count

These questions are marked in levels. The examiner reads the whole answer, decides which level it best fits, then picks a mark inside that level. Nobody adds up ticks sentence by sentence. So the running column in this pack does not say four marks so far. It says which level the answer has reached so far against our grid. Read it as a thermometer, not as arithmetic. It is there so you can put your finger on the exact sentence where the answer stopped being a Level 2 answer, which is a thing students remember.

Our mark scheme, and the wording is ours

The grids below are written by us, so that the annotations have something to refer to. The wording is not AQA's and it is not Pearson's, and both boards publish theirs free. The structure, though, is theirs: the number of levels, the mark bands and the objectives credited in each grid follow the board named in its heading. That is deliberate. A grid with the right spirit and the wrong shape is how a student learns to leave marks behind. There are four grids because there are four different questions here, and the 12 mark question is not built the same way on the two boards.

Grid 1. The 9 mark Recommend question, AQA style

AQA marks this question AO2 3 marks and AO3 6 marks, in three levels. A conclusion is asked for at every level, Level 1 included.

Level	What the answer has done
L1, 1 to 3	Business knowledge shown. Points are general and would fit any firm. No consequence carried through, and the conclusion is there but bare.
L2, 4 to 6	Points tied to this business with its own figures. At least one consequence carried through. A recommendation is made with some justification, but it is thin, or the case against it is ignored.
L3, 7 to 9	Chains carried all the way to an effect on this business, using its numbers. A clear recommendation, fully justified

	and sustained through the answer, with the strongest argument against it dealt with rather than ignored.
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Grid 2. The 9 mark Justify question, Edexcel style

Two options are given and the student picks one. Pearson marks this question AO2 = 3, AO3a = 3, AO3b = 3, so a third of it is the judgement, and the mark scheme asks for a judgement at every level, Level 1 included. An answer of pure chains with no decision cannot reach the top band however good the chains are. Say that to the class twice.

Level	What the answer has done
L1, 1 to 3	Limited application. The chains start and then stop. A choice is made, with a simple justification behind it.
L2, 4 to 6	Sound application to this business. At least one chain carried two steps. The choice is justified, but the option that was rejected is barely dealt with.
L3, 7 to 9	Detailed application throughout. Chains carried the whole way to a measurable effect on this business, each using a figure or a specific feature of it. A clear judgement, justified by weighing the chosen option against the one rejected.

The 6 mark Analyse question on the same board is the one with no judgement in it. Its grid runs 1 to 2, 3 to 4, 5 to 6 and credits application and analysis only. That is the contrast worth teaching, and it is not the same as the 9 mark question.

Grid 3. The 12 mark question, AQA style

Analyse each of these two options, then evaluate which. AQA marks it AO1 3, AO2 3, AO3 6, in four levels of three marks.

Level	What the answer has done
L1, 1 to 3	Knowledge, general points, no real use of the case. A conclusion is present but bare.
L2, 4 to 6	Applied. One or both options described, consequences started, but one business area is analysed on its own. The conclusion has some justification.
L3, 7 to 9	Both options analysed with the firm's own figures, and different business areas analysed rather than only one. A justified conclusion, but held in one place at the end.
L4, 10 to 12	Both sides weighed against each other rather than left side by side, with the judgement sustained through the answer rather than saved for the last line, and the parts of the business drawn together rather than treated separately. The answer says what would change its mind.

Grid 4. The 12 mark Evaluate question, Edexcel style

Evaluate whether. Pearson marks this one in three levels of four marks, not four levels of three, and it credits AO1b, AO2, AO3a and AO3b. The rubric asks the student to use their own knowledge of business as well as the case, so there are knowledge marks here that the 9 mark question does not carry. Do not write L4 on an Edexcel script: on this board there is no Level 4.

Level	What the answer has done
L1, 1 to 4	Some business knowledge, little terminology, limited use of the case. Chains start and stop. A conclusion is drawn, but on generic assertions.
L2, 5 to 8	Mostly accurate knowledge with some terminology. Sound application. Chains of reasoning, with the odd logical gap. A conclusion based on sound evaluation.
L3, 9 to 12	Accurate knowledge and terminology throughout, detailed application throughout, detailed interconnected points with logical chains of reasoning, and a valid, well reasoned conclusion built on a thorough evaluation. The answer says what would change it.

Timing

Question	Time	Length
9 marks	About 9 to 10 minutes	8 to 11 sentences, around 250 words
12 marks	About 13 to 14 minutes	12 to 15 sentences, around 340 words

The four models in this pack are 264, 347, 280 and 356 words long, in question order. They are not long answers. Length is not the variable students should be adjusting.

Redgate Bikes

Redgate Bikes is invented. Every figure is internally consistent, so any calculation in the model answers can be checked with a calculator.

Redgate Bikes is a bike shop in Leeds, started in 2019 by Amara Okafor. She began as a sole trader working alone and became a private limited company in 2023. There are now two shops, the original one on Redgate Road and a second in Kirkstall that opened in 2024. The business does three things: it sells new bikes, it repairs and services bikes, and it hires bikes out to visitors in the summer. It employs nine people: four mechanics, three sales assistants, a part time bookkeeper, and Amara.

Revenue has grown fast since the second shop opened. Profit has not. Amara wants to know what to do next, and she has about twenty two thousand pounds in the bank to do it with.

The year, in pounds

	Year to March 2026	Year to March 2025
Revenue	640,000	500,000
Gross profit	288,000	225,000
Net profit	32,000	35,000
Net profit margin	5.0 per cent	7.0 per cent
Cash in the bank at the year end	22,000	26,000
Bank loan still owed	40,000	52,000

Revenue is up 28 per cent and net profit is down 3,000 pounds. Gross margin is 45 per cent in both years. Overheads are 256,000 pounds against 190,000 last year.

Where the revenue comes from

	Year to March 2026
New bike sales	400,000. About 1,000 bikes at an average of 400 pounds.
Repairs and servicing	180,000. About 4,000 jobs at an average of 45 pounds.
Hire	60,000. Thirty hire bikes at 25 pounds a day, almost all of it April to September.

The workshop

One mechanic completes	6 repairs a day
Workshop capacity	120 repairs a week, from four mechanics over five days
The repair bench works	Five days. The shops open on Saturdays, the workshop does not.
Trading weeks counted in the year	46: the twelve summer weeks and 34 others. The shops close at Christmas and the mechanics take their leave in the rest.
Repair jobs turned away, the 12 summer weeks	About 25 a week
Repair jobs turned away, the other 34 weeks	About 5 a week
Average repair price	45 pounds
Average cost of parts on a repair	15 pounds
So each extra repair is worth	30 pounds to the business
A fifth full time mechanic would cost	28,000 a year, including employer costs

A temporary mechanic for the 12 summer weeks	About 6,500
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In the quieter months the workshop is not full every day. Jobs are still turned away, because the diary is full on the day the customer wants it.

What Amara is considering

Option A, a third shop in Headingley	Fit out costs 75,000, funded by a five year bank loan at 9 per cent. She expects 160,000 of revenue in year one. The new shop's own rent, wages and other costs would be 79,000 a year.
Option B, twenty more hire bikes	Costs 20,000, which is 1,000 a bike. The existing thirty bikes bring in 60,000 a year, an average of 2,000 each. Servicing a hire bike costs 150 a year. Redgate turned hire bookings away on about eight weekends last summer.
A price rise on repairs	Amara is considering raising the average repair price from 45 pounds to 52. A national chain two miles away charges 40 pounds for the same service.
Two ways to clear the repair backlog	Option 1: open the workshop on the twelve summer Saturdays. Overtime for the four mechanics costs about 4,800 a year. Option 2: send the overflow to a self employed mobile mechanic who charges Redgate 25 a job. Redgate still charges the customer 45 and still pays 15 for the parts.
One more fact worth knowing	About a third of the customers who buy a new bike came in for a repair first.

The numbers the good answers use

The figure	The arithmetic
Repair work turned away in a year	25 times 12 times 30 is 9,000 in the summer, plus 5 times 34 times 30 is 5,100 in the rest of the year. 14,100 in total, from 470 jobs.
A fifth full time mechanic	Costs 28,000 to recover at most 14,100.
A summer temporary mechanic	Costs about 6,500 to recover about 9,000.
Saturday opening in the summer	12 Saturdays at 24 repairs a day is 288 jobs, worth 288 times 30, which is 8,640, against 4,800 of overtime. About 3,840 better off, and it takes 160 jobs to cover the overtime.
The mobile mechanic	45 less 15 of parts less 25 to the mechanic leaves 5 a job. The 300 summer jobs are worth 1,500, and all 470 turned away in a year are worth 2,350.
Option A, year one	45 per cent of 160,000 is 72,000 of gross profit, less the shop's own 79,000, is a loss of 7,000. Add about 6,750 of first year loan interest and it is roughly 13,750 down.
Option B, year one	20 times 2,000 is 40,000 of revenue, less 3,000 of servicing, against a 20,000 outlay. Even at 60 per cent of that rate it clears the outlay inside the year.
The repair price rise	4,000 jobs at 30 pounds is 120,000 of contribution now. At 52 pounds a job is worth 37, so standing still takes 120,000 divided by 37, about 3,243 jobs. Redgate can lose about 757 jobs, nearly one in five.
A smaller rise, to 49 pounds	A job is worth 34 instead of 30, so 4 pounds more on 4,000 jobs is 16,000 a year.

Question 1. AQA style, 9 marks, Recommend

RECOMMEND whether Redgate Bikes should employ a fifth full time mechanic or take on a temporary mechanic for the summer only. Give reasons for your answer. (9 marks)

AQA 8132 style. This is the question shape that appears on both papers. The command word is Recommend, so the first sentence of the answer is the recommendation.

#	The sentence	Tag	Level so far	What it earns and why
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1	Redgate should take on a temporary mechanic for the summer only.	EV	L1	The decision, in eleven words, before anything else. Nothing is lost by deciding in the first line and a great deal is gained: every sentence after it now has a job to do.
2	A fixed cost is a cost that does not change with output.	0	L1	Correct, and it earns nothing, because it would sit unchanged in an answer about any business in the country. What would have to change: A full time mechanic is a fixed cost of 28,000 pounds a year that Redgate pays in February as well as in July. One extra clause turns a zero into knowledge plus application.
3	In the twelve summer weeks the workshop turns away about 25 repairs a week, and each one is worth 30 pounds once parts are paid, so that is 9,000 pounds of lost work.	K + AP + AN	L2	A figure from the case, a calculation on it, and a consequence, all in one sentence. This is where the answer stops being general. 25 times 12 times 30 is 9,000.
4	In the other 34 weeks only five a week are turned away, another 5,100 pounds, so the year is about 14,100 pounds walking out of the door.	AP + AN	L2	The second half of the same calculation. Doing the whole year rather than the easy half is what makes the next sentence possible.
5	Recovering 14,100 pounds does not pay a 28,000 pound wage, so a fifth full time mechanic loses money even if every turned away job comes back.	AN + EV	L2 to L3	This is the sentence the level turns on. It weighs one number against another and reaches a verdict, and it does it on the best possible case for the option being rejected.
6	The temporary mechanic costs about 6,500 pounds and covers the twelve weeks when the 9,000 pounds is lost, so the problem is fixed for less than a quarter of the price.	AP + AN + EV	L3	The chosen option costed against the same figures. A comparison, not an assertion. 6,500 against 28,000 is under a quarter.
7	The strongest argument the other way is quality, because a temporary mechanic is trained every spring and a bad repair costs more than the 45 pound job when a third of Redgate's bike buyers came in for a repair first.	AP + AN + EV	L3	The case against, put at its strongest and using the case to explain why it bites here. Beating a weak version of the other argument earns very little.
8	That is a reason to book the same person back each year, not a reason to carry a 28,000 pound wage through a quiet winter.	AN + EV	L3	The objection is answered rather than mentioned and dropped. Note how short it is. Judgement does not need long sentences.
9	The decision would change if the workshop were busy all year: covering 28,000 pounds takes about 933 extra repairs, or 20 a week for 46 weeks, and Redgate turns away 470 a year.	EV	L3	The condition, with a number in it. 28,000 divided by 30 is about 933 jobs, which is 20 a week across the 46 trading weeks, and Redgate is nowhere near that. A condition with a threshold is the most valuable sentence shape a GCSE student can learn.
10	Amara should hire the temp for this summer, count what she turns away in the winter, and look at the full time post again next spring.	EV	L3, 8 out of 9	What she does on Monday. A recommendation question wants an action, not a preference.

The count

Ten sentences and 264 words. One sentence earns nothing. Seven of them carry a number. The answer decides in sentence 1 and spends the rest earning the right to it. Ask the class to run the same count on their own last answer, and to say out loud how many of their sentences carry a number.

What this answer did not do

It never mentioned the four mechanics who already work there, or how a fifth changes their week. It never mentioned Amara's 22,000 pounds of cash, and a 28,000 pound commitment made against 22,000 pounds in the bank is a strong point left on the table. It said nothing about waiting times as a reason customers go to the chain two miles away. None of that stopped it reaching the top level, which is worth saying to a class that believes a top answer has to say everything.

Say this when you hand it back

Find me the sentence with the biggest number in it. Now cover it up and read the answer again. That is what a level looks like.

Question 2. AQA style, 12 marks, two options and evaluate which

Amara is considering two ways to grow Redgate Bikes. Option 1: open a third shop in Headingley at a fit out cost of 75,000 pounds. Option 2: spend 20,000 pounds adding twenty bikes to the hire fleet. ANALYSE the effect of each of these two options on Redgate Bikes. EVALUATE which option will best increase profit. (12 marks)

AQA 8132 style. Two commands in one question. What caps an answer at Level 2 on AQA's grid is analysing one business area on its own: Level 3 wants different business areas analysed, and Level 4 wants the way they depend on each other drawn together. A student who does the evaluation and skips the analysis has no chains to sustain a judgement with, which is a different fault with the same result.

The commonest way to lose this question is to keep the two options in sealed boxes, analysing each of them properly and then choosing without ever comparing them. Watch for the word whereas in the model. That is where the answer stops describing and starts weighing.

#	The sentence	Tag	Level so far	What it earns and why
1	Both options would help Redgate Bikes grow, but they are very different.	0	L1	It restates the question and it costs a line out of thirteen minutes. What would have to change: Option 2 is the better use of Amara's money this year. A first sentence that decides is worth more than a first sentence that introduces.
2	Option 1 would bring in 160,000 pounds of revenue in year one, which at Redgate's 45 per cent gross margin is 72,000 pounds.	K + AP + AN	L2	The margin is taken from the case and applied, rather than quoted and abandoned. Revenue is not profit, and this sentence is the student showing they know it.
3	The new shop's own rent, wages and other costs are 79,000 pounds, so it loses about 7,000 pounds before anything is paid on the loan.	AP + AN	L2	The chain carried one step further, to a loss. 72,000 less 79,000 is a loss of 7,000.
4	The 75,000 pound loan at 9 per cent adds about 6,750 pounds of interest in year one, taking the loss to roughly 13,750 pounds in a business that made 32,000 pounds.	AP + AN	L3	The loan followed through instead of merely mentioned, and the answer to a scale question: a 13,750 pound loss in a business that made 32,000 pounds is not a detail.
5	The case for it is that a third shop reaches customers who never come to Redgate Road, and opening Kirkstall is why revenue rose 28 per cent.	AP + AN	L3	The rejected option put at its strongest, using evidence from the case that supports it. This is the sentence weaker answers leave out.
6	Option 2 is smaller: thirty hire bikes bring in 60,000 pounds, about 2,000 pounds each, so twenty more is 40,000 pounds of revenue for a 20,000 pound outlay.	K + AP + AN	L3	A rate worked out from the case and then used. 60,000 divided by 30 is 2,000, and 20 times 2,000 is 40,000.
7	Servicing them costs 3,000 pounds a year, and the mechanics who would do it are already turning repairs away in the summer.	AP + AN	L3	The cost side, and a link between two parts of the business. Operations limits what the marketing decision can deliver, and the top level asks for exactly this kind of link.
8	The 2,000 pounds a bike may not hold, because hire is almost all April to September and the new bikes could sit in the store room for half the year.	AN + EV	L3	The answer challenges its own preferred option. That is worth more than another paragraph about the other one, and most students never do it.
9	Even so, Redgate turned hire bookings away on about eight weekends last summer, and at only 60 per cent of the current rate the 20,000 pounds is back inside the year.	AP + AN + EV	L3	The challenge answered with evidence and a margin of safety. 60 per cent of 40,000 is 24,000, less 3,000 of servicing, which still clears the 20,000 outlay.
10	Both options have risks and benefits for the business.	0	L3	This is the sentence that keeps good GCSE answers at Level 3. It has the shape of a judgement and none of the content. What would have to change: nothing needs writing, because the next sentence already does

				this job properly. Sentence 10 is the same line spent twice. Cross it out and the answer loses nothing.
11	Option 1 risks 75,000 pounds of borrowed money on demand that has not been tested, whereas option 2 risks 20,000 pounds on demand Redgate has already turned away.	AN + EV	L4	The word whereas is doing the work. Up to here the two options sat side by side, and this sentence weighs them against each other. Level 3 already carries a conclusion that is justified, so the comparison is not by itself the step up. What Level 4 adds is a judgement sustained across the answer and the business areas drawn together rather than treated separately, and a sentence like this one is what that judgement gets built on.
12	The question asks which best increases profit, and over the next twelve months there is no contest: option 2 adds money and option 1 takes about 13,750 pounds out.	EV	L4	The criterion named. Better and worse mean nothing until the answer says better for what, and here the question itself supplied the criterion.
13	Option 1 would be the better call if Amara could wait three years, but she has 22,000 pounds in the bank and 40,000 pounds still owed on the last loan.	AP + EV	L4	The condition, with the case evidence that decides it. Note that the same figure works both ways: 22,000 will not stretch to a 75,000 fit out, and it will just cover the 20,000 the hire bikes cost. This also concedes something real to the rejected option, which strengthens rather than weakens the judgement.
14	So she should buy the twenty hire bikes this spring and look at Headingley again when the loan is under 20,000 pounds.	AP + EV	L4, 11 out of 12	A decision with a sequence and a trigger. The loan fell from 52,000 to 40,000 in a year, so this is about two years away and the student has said something checkable.

The count

Fourteen sentences and 347 words. Two of them earn nothing, and the answer still reaches the top level. Point that out. Students believe a top answer is a perfect answer, and the fastest way to get them writing is to show them one that is not.

What this answer did not do

It used the 22,000 pounds of cash to rule out Headingley, but it never said what the option it chose leaves behind: 20,000 pounds of hire bikes takes all but 2,000 pounds of the bank balance, and one line on how she covers a slow April would have made the judgement harder to argue with. It did not mention the three sales assistants, or who would run a third shop while she is already in two. It said nothing about the effect on customers of a second Redgate in the same city. The Headingley option was never given a second year, which is the strongest thing that could have been said for it.

Say this when you hand it back

Read me your sentence with the word whereas in it. If you have not got one, you have written two answers rather than one.

Question 3. Edexcel style, 9 marks, Justify

Amara is considering two ways to reduce the number of repair jobs Redgate Bikes turns away. Option 1: open the workshop on the twelve summer Saturdays, at about 4,800 pounds of overtime. Option 2: send the overflow repairs to a self employed mobile mechanic who charges Redgate 25 pounds a job. JUSTIFY which one of these two options Redgate Bikes should choose. (9 marks)

Edexcel 1BS0 style. Two options are given and the student has to pick one and justify the choice. This is the question shape most often mistaken for an Analyse question, and the difference is expensive: on Analyse, which is a 6 mark question on this board, a conclusion earns nothing, and on Justify the judgement is three of the nine marks.

Read this before you teach this one

Pearson marks the 9 mark Justify question across three objectives at three marks each: application, analysis, and a judgement. The judgement is not a flourish at the end, it is a third of the mark, and the mark scheme asks for one at every level, Level 1 included. A student who writes beautiful chains and never chooses cannot reach the top band however good the chains are. The sentence to watch in this model is number 9, and the two before it: that is where the evaluation marks live. The command word to be careful with on this board is Analyse, which is worth 6, and there a conclusion genuinely earns nothing.

#	The sentence	Tag	Level so far	What it earns and why
1	Redgate Bikes should choose option 1 and open the workshop on the twelve summer Saturdays.	EV	L1	The choice, made in the first line, before anything else. On a Justify question the examiner is looking for a judgement, and deciding early means every sentence after it has something to be evidence for.
2	Overtime is when employees are paid extra for working additional hours.	0	L1	Correct, and it earns nothing, because it would sit unchanged in an answer about any business in the country. What would have to change: the four mechanics are already full for twelve weeks, so a sixth day is overtime rather than spare capacity, at about 100 pounds a mechanic a Saturday. One clause turns a zero into knowledge plus application.
3	The workshop turns away about 25 repairs a week across the twelve summer weeks, which is 300 jobs, and four mechanics at six repairs each would clear 24 on a Saturday, or 288 of them.	K + AP + AN	L2	A figure from the case, a calculation on it, and the consequence, in one sentence. 25 times 12 is 300 and 24 times 12 is 288, so almost the whole summer backlog fits into twelve Saturdays.
4	Each of those jobs is worth 30 pounds once the 15 pounds of parts is paid, so 288 repairs bring in 8,640 pounds against 4,800 pounds of overtime, and Redgate is about 3,840 pounds better off.	AP + AN	L2 to L3	The chain carried to a number rather than to an adjective. 288 times 30 is 8,640, less 4,800, is 3,840. This is where the answer stops being general.
5	Option 2 leaves only 5 pounds a job once the mobile mechanic takes 25 and the parts take 15, so the same 300 summer jobs are worth 1,500 pounds and all 470 turned away in a year only reach 2,350.	AP + AN	L3	The rejected option costed on the same figures, which is what makes this a comparison rather than a preference. 45 less 15 less 25 is 5, and 470 times 5 is 2,350.
6	It also matters beyond the bench, because about a third of new bike buyers came in for a repair first, and a customer handed to a mobile mechanic never walks past the 400 pound bikes.	K + AP + AN	L3	A second chain, on a different consequence and in a different part of the business. Repeating chain one in new words would have earned nothing.
7	The strongest argument for option 2 is that it costs nothing if nobody books, whereas the 4,800 pounds is paid whether the Saturday diary fills or not, and four mechanics already at capacity are being asked for a sixth day.	AP + AN + EV	L3	The case against, put at its strongest and using the case to say why it bites here. On a Justify question this is where the evaluation marks start, and beating a weak version of the other argument earns very little.
8	That is a reason to book the Saturdays in advance rather than hand the work away, because 4,800 pounds is 160 repairs at 30 pounds each and Redgate turns away 300 in those twelve weeks.	AN + EV	L3	The objection answered with a threshold rather than mentioned and dropped. 4,800 divided by 30 is 160, so the Saturdays only have to be a little over half full before the overtime is covered.
9	Weighed against each other, option 1 keeps the customer, the 30 pounds and the bike sale inside Redgate for 3,840 pounds a summer, and option 2 keeps 1,500 and gives the relationship away.	AN + EV	L3, 9 out of 9	The judgement weighed rather than restated, and weighed on a criterion the answer has already established. This sentence, with 7 and 8, is where the three evaluation marks are.

The count

Nine sentences and 280 words. One earns nothing. Eight of them carry a number. The answer chooses in sentence 1, spends the middle earning the right to the choice, and spends the last three weighing the option it rejected. Read it aloud, stop at sentence 6, and ask the class what is still missing. The students who say a judgement are right, and on this question the judgement is three marks.

What this answer did not do

It never mentioned the hire side, where bookings were also turned away on about eight weekends. It did not say how many of the turned away customers might have bought a bike, and it could not have calculated that from the case: the case says a third of bike buyers came in for a repair first, not that a third of repair customers buy a bike. Saying that difference out loud is itself worth a mark, and getting it the wrong way round is the commonest misuse of a case figure at GCSE. It also said nothing about the other 34 weeks, where about 170 jobs a year are still turned away and option 1 does nothing at all about them, which is the strongest thing that could have been said for the option it rejected. None of that stopped it reaching the top level.

Say this when you hand it back

Point at the sentence where you chose one of the two options. Now point at the sentence that says why the other one was worse. Three of the nine marks live in those two places, and if you cannot point at either of them you have written six marks of answer.

Question 4. Edexcel style, 12 marks, Evaluate whether

Amara is considering raising the average price of a repair from 45 pounds to 52 pounds. EVALUATE whether Redgate Bikes should raise its repair prices. You should use the information provided as well as your knowledge of business. (12 marks)

Edexcel 1BS0 style. One decision, two sides, and a judgement that has to be reached rather than balanced. Pearson marks this one in three levels of four marks, so the running level down the side of this model stops at L3. There is no Level 4 on this board, and writing one on a student's script marks them against a grid that does not exist.

The number that decides this question

At 45 pounds a repair is worth 30 pounds once the 15 pounds of parts is paid. At 52 pounds it is worth 37. Redgate does about 4,000 repairs a year, so repairs bring in 120,000 pounds of contribution now. To stand still after the rise it needs 120,000 divided by 37, which is about 3,243 jobs. It can lose about 757 jobs, nearly one in five, and be no worse off. A student who finds that number has the question. A student who writes that customers might go elsewhere, without it, has half of it.

#	The sentence	Tag	Level so far	What it earns and why
1	Redgate should raise its repair prices, but not to 52 pounds in one step.	EV	L1	A decision with a qualification in it is stronger than a flat yes, and it is still a decision. The qualification gets paid off at sentence 11.
2	Seven pounds more on about 4,000 repairs a year is 28,000 pounds, which is almost as much again as the whole business made last year.	K + AP + AN	L2	The scale of the decision, in numbers rather than adjectives. 7 times 4,000 is 28,000, against a net profit of 32,000.
3	Each repair goes from being worth 30 pounds once parts are paid to being worth 37.	K + AP	L2	Contribution per job, calculated correctly and quietly. It looks like a small sentence and the next one cannot happen without it.
4	Price is one of the four Ps of the marketing mix and it affects demand.	0	L2	True, correctly recalled, and it would sit unchanged in an answer about any business on any paper. What would have to change: Repairs are the one part of the mix Redgate controls completely, because unlike a new bike the price is not set by a manufacturer. Same knowledge, attached to this business.
5	Repairs bring in 120,000 pounds of contribution now, so at 37 pounds a job Redgate needs about 3,243 of them to stand still and could lose about 757 jobs a year, nearly one in five, and be no worse off.	AP + AN + EV	L2 to L3	The sentence the whole answer is built on. 4,000 times 30 is 120,000, and 120,000 divided by 37 is about 3,243, which leaves 757 jobs of room. A student who finds this number has the question.
6	That is safer here than it sounds, because the workshop already turns away about 470 jobs a year, so the first customers lost are ones Redgate had no	AP + AN + EV	L3	A link across two parts of the business, operations and marketing. Edexcel's top level asks for detailed interconnected points with logical chains of reasoning,

	room for anyway.			and this one connects a price decision to a queue. Drawing several functional areas together is AQA's Level 4 wording rather than Edexcel's, so here the credit is for the chain, not for the fact that two departments appear in it.
7	The strongest argument against is the national chain two miles away at 40 pounds, which would leave Redgate asking 30 per cent more than the alternative.	K + AP + AN	L3	The case against, quantified rather than asserted. 52 divided by 40 is 1.3, so 30 per cent more, and saying that is worth more than saying much more.
8	The customers most likely to leave over 12 pounds are the ones with the cheapest bikes, and they are the least likely to come back and spend 400 pounds on a new one.	AN + EV	L3	The argument against developed rather than dropped, and then weighed. Which customers leave matters more than how many.
9	But about a third of new bike buyers came in for a repair first, so losing repair customers is not only a repair problem, and that is the real risk in this decision.	AP + AN + EV	L3	The case used to name where the risk actually sits. Notice what the answer does not do here: it does not claim a third of repair customers buy bikes, because the case does not say that.
10	Weighed together, 28,000 pounds of extra profit against a cushion of nearly one in five and a queue already at the door is a good trade, and a better use of a summer than borrowing 75,000 pounds.	AN + EV	L3	The judgement weighed rather than balanced, and weighed against the other things Amara could do with the same summer. That comparison is what lifts a good answer over a competent one.
11	The safer way to take it is 49 pounds in April, with the booking diary checked every week for six weeks.	AP + EV	L3	Where the qualification in sentence 1 gets paid. A smaller step, at a named time, with a way of finding out whether it worked.
12	If the number of jobs falls by more than about one in five, the rise has cost more than it earned and the price goes back.	EV	L3	The condition, with a threshold taken from the student's own calculation at sentence 5. This is the highest value sentence shape at GCSE and it is teachable in one lesson.
13	At 49 pounds and no lost volume, each job is worth 34 instead of 30, which is 16,000 pounds over the year, enough to buy sixteen of the twenty hire bikes without touching the 22,000 pounds in the bank.	AP + AN + EV	L3, 12 out of 12	The decision turned into money that does something. 49 less 15 is 34, up 4 a job, 4 times 4,000 is 16,000, and the hire bikes cost 1,000 each.

The count

Thirteen sentences and 356 words. One earns nothing. Ten of them carry a number. The answer decides in the first line, tests its own decision in the middle, and puts a threshold on it at the end. Ask the class which single sentence they would delete if they ran out of time. The answer is arguable, which is the point of asking.

What this answer did not do

It never mentioned the staff, and a busier workshop at a higher price is a different job to do. It did not consider whether Kirkstall and Redgate Road might need different prices. It never used the fall in net profit margin from 7 per cent to 5 per cent, which is the clearest single piece of evidence in the case that something has to change.

Say this when you hand it back

Show me where you worked out how many customers you could afford to lose. If you did not work it out, you guessed, and the examiner can tell.

Say it out loud

These are not tips for a display board. They are sentences to say to a class, standing over a book, while the student can still fix the work. Each one is short enough to say twice.

What you say	When to say it, and what it fixes
Point at the sentence where you decide. If your finger is still moving,	Any Recommend, Justify or Evaluate question. Catches the answer that

there is not one.	balances and never lands. On Edexcel that decision is a named three marks out of nine; on AQA the grid asks for a conclusion from Level 1 upwards.
Cross out any sentence that would still be true if the shop were called something else.	Marking a first draft. Catches the general answer. Expect a third of the page to go. Say it while there is still time to write the replacements.
You have written that it will increase profit. By how much. The number is in the case.	Any answer with no arithmetic in it. Turns knowledge into application in one move.
This question says Analyse and it is worth 6. There is no judgement mark on it. Spend those two minutes finishing chain two instead.	The Edexcel 6 mark Analyse question. Say it before the timed write, not after it. Check the tariff first: if it says 9, this is the wrong thing to say.
This question says Justify. Three of the nine marks are for your decision and the reasoning behind it. Do not run out of time before you make it.	The Edexcel 9 mark Justify question. Say it in the reading time.
Say the words which means out loud after that sentence, then finish it. That is the mark.	The student whose points stop after one step. It works because they can hear the missing half.
Do not tell me both options have advantages. Tell me which one you would do on Monday morning.	The 12 mark two option question.
Twelve marks is about thirteen minutes. You wrote for twenty. What did you not answer.	After a mock. Timing is a silent cause of lost levels and students never blame it.
You used the words cash flow correctly. That is the cheapest mark on the page. Now use Redgate's cash figure.	The strong recaller who never applies.
One chain finished beats three started.	Say it every time you set a 9 marker, until they say it back to you.
Your last sentence is a summary. Replace it with what would change your mind.	The single fastest upgrade available to a mid level answer.
It depends is not a judgement until you say what it depends on.	Catches the hedge that looks like evaluation.
You have described the option. Now tell me what happens to the business.	The answer that explains what a bank loan is and never says what it does to Redgate.
Read the first word of the question again. If it says Recommend, your first sentence is the recommendation.	Say it in the reading time.
Every number in your answer comes from the case, or from a calculation on the case. Nothing else.	Stops invented figures, which cost application marks rather than earning them. On the 12 mark question say the second half too: the rubric asks for your own knowledge of business as well as the case, and there are knowledge marks for bringing it.

The same point, weak and strong

What students write	What earns
Hiring another mechanic would cost money.	A fifth mechanic costs 28,000 a year to recover 14,100 of turned away work.
Turning away customers is bad for the business.	About 470 jobs a year at 30 pounds each is 14,100, against a net profit of 32,000.
A third shop would increase revenue.	160,000 of revenue at a 45 per cent margin is 72,000, against the shop's own costs of 79,000.
Raising prices might lose customers.	Redgate could lose about 757 repair jobs, nearly one in five, before the rise costs more than it earns.
The business should consider its objectives.	If the objective is profit this year, a 20,000 outlay that returns 40,000 beats a 75,000 one that loses money.
A bank loan has to be repaid with interest.	Interest of about 6,750 in year one turns a 7,000 loss into nearly 14,000, in a business that made 32,000.
Hire is a good source of income.	Thirty bikes bring in 60,000, about 2,000 each, but almost all of it between April and September.
Staff might become demotivated.	Four mechanics at capacity for the twelve summer weeks is where the repair mistakes come from.

Customers may go to a competitor.	The chain two miles away charges 40 pounds, and at 52 Redgate is asking 30 per cent more.
This depends on many factors.	This depends on whether repair demand holds above about 3,243 jobs a year.

Before you teach it

#	Do this	Why
1	Print the student sheet at the back and hand it out before you show any annotated answer.	The routine only works if students judge an untagged answer first.
2	Do the 9 mark Recommend question first and the 9 mark Justify question second. Then put one of Edexcel's 6 mark Analyse stems on the board beside them.	Both 9 markers want a decision, so the pair teaches that. The 6 mark Analyse is the one that does not, and that is the real command word difference on Edexcel and the one students lose marks on.
3	Read the model for question 3 aloud, and stop at sentence 6.	Ask what is missing. The students who say a judgement are right, and on a 9 mark Justify the judgement is three of the nine marks. Sentences 7 to 9 are where they are.
4	Do not hand out the 12 mark models until the 9 mark ones have been tagged.	Students shown the longest answer first conclude that the route to the top level is more words, and then run out of time.

The four models side by side

The model	Board	Sentences	Words	Earn nothing	Carry a number	Level reached
Question 1, 9 mark Recommend	AQA	10	264	1	7	L3, 8 out of 9
Question 2, 12 mark two options	AQA	14	347	2	12	L4, 11 out of 12
Question 3, 9 mark Justify	Edexcel	9	280	1	8	L3, 9 out of 9
Question 4, 12 mark Evaluate	Edexcel	13	356	1	10	L3, 12 out of 12

The board column matters in the last one: AQA's 12 mark grid has four levels of three marks and Edexcel's has three levels of four, so a top Edexcel answer is L3 and a top AQA answer is L4. Carry a number counts numerals only, so a sentence that says four mechanics or twelve weeks is not counted. The answer with the fewest sentences is one of the two that reach full marks, the longest is the other, and every one of the four contains at least one sentence that earns nothing. Length is not what separates them. Put this table on the board before a timed write.

Where the claims in this pack were checked

This pack tells you what a sentence earns on a real paper, so every statement it makes about a board is checked against that board's own published document rather than against a revision site or somebody else's resource. A resource can repeat another resource's mistake without either of them noticing. These are the documents used. All of them are free on the boards' own sites, and if you think something here is wrong, these are the pages to argue with it from.

What was checked	The document it was checked against
Which command words each board uses, and what each one means	AQA's published command words page for GCSE Business 8132, and Appendix 1 of the Pearson Edexcel GCSE (9 to 1) Business 1BS0 specification
The tariff each command word actually carries on Edexcel	Pearson Edexcel GCSE Business 1BS0 Paper 1, Summer 2024, and the sample assessment materials for both papers
The objectives and the marks on the 9 mark Justify question	Pearson's published model answers for the 9 mark Justify questions, with examiner commentary
The Edexcel level descriptors and mark bands, including the objective tagged on each bullet	Pearson Edexcel GCSE Business 1BS0 Paper 1 mark scheme, Summer 2024
The AQA level descriptors and mark bands, and what separates Level 3 from Level 4	AQA GCSE Business 8132/1 mark scheme, June 2023
Whether a calculation counts as knowledge or as application	The mark scheme in the Pearson sample assessment materials, where the calculation questions are tagged AO2

Specifications change. Check the date on whatever you download, and check it against the series your class is actually sitting.

Student sheet. Mark it yourself

This is a complete answer to the question below. It is a good one, and it still contains a sentence that earns nothing. Read it once all the way through before you write anything. Then go back and write a tag beside every sentence. A sentence can have more than one tag, and at least one of them has three.

K knowledge, a term or concept used correctly with no reference to this business. **AP** application, only true of this business, and a figure from the case counts here rather than as K. **AN** analysis, a consequence carried through. **EV** evaluation, a judgement made and weighed. **0** nothing.

RECOMMEND whether Redgate Bikes should employ a fifth full time mechanic or take on a temporary mechanic for the summer only. Give reasons for your answer. (9 marks)

Redgate Bikes has four mechanics, each doing six repairs a day. It turns away about 25 repair jobs a week for the twelve summer weeks and about five a week for the other 34. A repair is priced at 45 pounds and the parts cost 15. A fifth full time mechanic costs 28,000 pounds a year. A temporary mechanic for the summer costs about 6,500 pounds.

Tag	The sentence
	1. Redgate should take on a temporary mechanic for the summer only.
	2. A fixed cost is a cost that does not change with output.
	3. In the twelve summer weeks the workshop turns away about 25 repairs a week, and each one is worth 30 pounds once parts are paid, so that is 9,000 pounds of lost work.
	4. In the other 34 weeks only five a week are turned away, another 5,100 pounds, so the year is about 14,100 pounds walking out of the door.
	5. Recovering 14,100 pounds does not pay a 28,000 pound wage, so a fifth full time mechanic loses money even if every turned away job comes back.
	6. The temporary mechanic costs about 6,500 pounds and covers the twelve weeks when the 9,000 pounds is lost, so the problem is fixed for less than a quarter of the price.
	7. The strongest argument the other way is quality, because a temporary mechanic is trained every spring and a bad repair costs more than the 45 pound job when a third of Redgate's bike buyers came in for a repair first.
	8. That is a reason to book the same person back each year, not a reason to carry a 28,000 pound wage through a quiet winter.
	9. The decision would change if the workshop were busy all year: covering 28,000 pounds takes about 933 extra repairs, or 20 a week for 46 weeks, and Redgate turns away 470 a year.
	10. Amara should hire the temp for this summer, count what she turns away in the winter, and look at the full time post again next spring.

Sentences tagged K	AP	AN	EV	0	Total sentences

Which sentence earns nothing, and what would you write instead?

Which single sentence would cost the most if you deleted it?

Which level is this answer, and what stopped it going higher?

The filled version

The same answer in the same order. Tags in the margin, and the running level down the right.

Tag	The sentence	Level so far
EV	1. Redgate should take on a temporary mechanic for the summer only.	L1
0	2. A fixed cost is a cost that does not change with output.	L1
K + AP + AN	3. In the twelve summer weeks the workshop turns away about 25 repairs a week, and each one is worth 30 pounds once parts are paid, so that is 9,000 pounds of lost work.	L2
AP + AN	4. In the other 34 weeks only five a week are turned away, another 5,100 pounds, so the year is about 14,100 pounds walking out of the door.	L2
AN + EV	5. Recovering 14,100 pounds does not pay a 28,000 pound wage, so a fifth full time mechanic loses money even if every turned away job comes back.	L2 to L3
AP + AN + EV	6. The temporary mechanic costs about 6,500 pounds and covers the twelve weeks when the 9,000 pounds is lost, so the problem is fixed for less than a quarter of the price.	L3
AP + AN + EV	7. The strongest argument the other way is quality, because a temporary mechanic is trained every spring and a bad repair costs more than the 45 pound job when a third of Redgate's bike buyers came in for a repair first.	L3
AN + EV	8. That is a reason to book the same person back each year, not a reason to carry a 28,000 pound wage through a quiet winter.	L3
EV	9. The decision would change if the workshop were busy all year: covering 28,000 pounds takes about 933 extra repairs, or 20 a week for 46 weeks, and Redgate turns away 470 a year.	L3
EV	10. Amara should hire the temp for this summer, count what she turns away in the winter, and look at the full time post again next spring.	L3, 8 out of 9

The two things to say when you reveal it

Sentence 2 is the one that earns nothing, and it is the sentence that sounds the most like Business.
Sentence 5 is where the answer became a Level 3, and it is one of the shortest sentences with a number in it.

Do this next

1	Give out the same sheet with a different one of the four answers on it. The Word file has all four.
2	Then give out a student's own last piece of writing and have them tag it with the same five letters.
3	Then have them count. Three sentences of knowledge, two chains and no judgement at all does not reach Level 2 on either board, because both ask for a conclusion from Level 1 upwards. Counting is how a student sees that for themselves.
4	The count is the feedback. You do not have to say anything else.

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