

Exam Strategy 2 (Length of responses)

2 mark "state" or "list" question - full sentences are not required, a list (but you can also put each one in a sentence if you want to be safe)

Example 1 with markscheme

State two characteristics of an entrepreneur. [2]

(tip: write 2 sentences, make it clear why an entrepreneur has this characteristic in each sentence)

- One characteristic of an entrepreneur is being a risk-taker because success is not certain and time and money may be lost.
- A second characteristic is being well-organized because there is a lot of financial and practical planning around setting up a new business.

Marked as 1 + 1

Accept any other relevant characteristics.

Characteristics could include:

- *Innovative/has vision: recognizes new business ideas and market gaps.*
- *Risk-taker.*
- *Hard-working.*
- *Personal confidence and motivation to 'make it happen'.*
- *A good organiser.*
- *A persuader: to acquire resources.*
- *Self-motivated*
- *Any other relevant characteristic.*

No description is required.

Award 1 mark per correct, relevant characteristic.

Example 2 with markscheme

State two features of e-commerce. [2]

(tip: write 2 sentences, make it clear why it is a feature in each sentence)

- E-commerce is a quick and easy way for consumers to shop as they can order items 24/7 from different locations without visiting the physical stores.

- It is convenient and relatively inexpensive for businesses due to low set up cost. It saves money on fixed costs like rent of the shop, insurance etc.

Marked as 1 + 1

Accept any other relevant characteristics.

Do not accept that e-commerce is selling online or through the internet.

Characteristics could include:

- *e-commerce faces few geographic constraints*
- *large potential customer base (global reach)*
- *multiple payment options*
- *Websites can be interactive*
- *websites can contain lots of information and allow the combined use of audio, video and text messages to deliver a marketing message*
- *cheaper than brick-and-mortar stores/no need to have stores.*

No description is required.

Award 1 mark per correct, relevant characteristic.