Command words

Command words are the words and phrases that tell students how they should answer the question.

We've included examples from specimen papers to help.

Advise or recommend

Present the key points about different ideas or strengths and weaknesses of an idea. Make a choice from those given and use evidence from the information provided in the item to support that choice.

For example, 'Recommend which is the better option for Sonya to take' (Specimen paper 2, 02.2)

Analyse

Separate the information into its components and explain their characteristics and their relationship to the context. Draw on the knowledge and understanding from the specification that underpins the question.

For example, 'Analyse one way in which a stakeholder of Krispy Kreme may be affected by the opening of a new store' (Specimen paper 2, 03.4)

Calculate

Use the given material to carry out a calculation.

For example, 'Calculate the average monthyl profit made the cafe between January and March 2015.' (GCSE Business Studies Unit 2, June 2013, 2a)

Define, describe or what is meant by

Give the meaning of a word or phrase.

For example, 'Describe what is meant by 'span of control' in an organisation chart' (GCSE Business Studies Unit 2, June 2013 2a)

Evaluate

Make a judgement, appraising and ascribing value to the evidence that has been provided and in the light of its analysis.

For example, 'You must evaluate which are seen as the biggest impact. Use evidence to explain your answer' (Specimen paper 2, 03.6)

Explain

Set out the purpose or reasons.

For example, 'Explain one way Sonya could improve her cash flows' (Specimen paper 2, 01.8)

Give, identify, list or state

Name or characterise.

For example, 'Identify two drawbacks to Krispy Kreme of using responsibly sourced ingredients' (Specimen paper 1, 02.2)