

Advanced Higher Business Management

Command Words

Describe	<p>Relevant factual points must be made, which may be characteristics and/or features, as appropriate to the question asked. These points may relate to a concept, process or situation.</p> <ul style="list-style-type: none">• 1 mark should be given for each relevant factual point• 1 mark should be given for any further development of a relevant point, including exemplification when appropriate
Explain	<p>Accurate relevant points must be made that relate cause and effect and/or make the relationships clear. These points may relate to a concept, process or situation.</p> <ul style="list-style-type: none">• 1 mark should be given for each relevant point of explanation• 1 mark should be given for any further development of a relevant point, including exemplification when appropriate
Compare	<p>Knowledge and understanding of the similarities and/or differences must be made between things, methods or choices, for example. The relevant comparison points could include theoretical concepts.</p> <ul style="list-style-type: none">• 1 mark should be given for each accurate point of comparison
Discuss	<p>Points must be made that communicate issues, ideas, or information about a given topic or context that will make a case for and/or against. It is not always necessary to give both sides of the debate in responses.</p> <ul style="list-style-type: none">• 1 mark should be given for each accurate point of knowledge that is clearly relevant• 1 mark should be given for any further development of a relevant point, including exemplification or a conclusion when appropriate
Analyse	<p>The ability to identify/describe/explain relevant parts, and the relationship between the parts and/or the whole must be demonstrated. Candidates should be able to draw out and relate any implications and/or analyse data.</p> <ul style="list-style-type: none">• 1 mark should be given for each accurate point of analysis• 1 mark should be given for any further development of a relevant point, including exemplification when appropriate

Evaluate	<p>The ability to make a reasoned judgement in terms of the effectiveness or usefulness of something based on criteria must be demonstrated. Candidates should be able to determine the value of something within context.</p> <ul style="list-style-type: none"> • 1 mark should be given for each accurate point of evaluation • 1 mark should be given for any further development of a relevant point, including exemplification when appropriate
Explore	<p>The ability to carry out a detailed examination or enquiry, or follow a process in order to find out something must be demonstrated.</p> <ul style="list-style-type: none"> • 1 mark should be given for each accurate point • 1 mark should be given for any further development of a relevant point, including exemplification when appropriate