|  |  |
| --- | --- |
| 12 Mark Question: | 12 Mark Question: |
| Make a point **directly** linked with question  Is there key terminology you should include? | Make a point **directly** linked with question  Is there key terminology you should include? |
| Because – explain your reasoning behind this | Because – explain your reasoning behind this |
| Leading to  (the impact on the business) | Leading to  (the impact on the business) |
| Therefore  (the impact on the business) | Therefore  (the impact on the business) |
| Explain the disadvantage of your choice:  However / although  Link specifically to question and WIDER CONTEXT – also any key terminology? Anything from case study | Explain the disadvantage of your choice:  However / although  Link specifically to question and WIDER CONTEXT – also any key terminology? |
| Because – explain your reasoning behind this (use case study) | Because – explain your reasoning behind this (use case study) |
| Leading to  (the impact on the business) | Leading to  (the impact on the business) |
| Therefore  (the impact on the business) | Therefore  (the impact on the business) |
| Conclusion  D – Make a decision – I think  J - Justify – give a reason why  S – what is the significant factor (use case study)  A – why haven’t you chosen the alternative  D – What would the final decision depend on? | Conclusion  D – Make a decision – I think  J - Justify – give a reason why  S – what is the significant factor(use case study)  A – why haven’t you chosen the alternative  D – What would the final decision depend on? |