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| --- | --- |
| 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 whyS – what is the significant factor (use case study)A – why haven’t you chosen the alternativeD – What would the final decision depend on? | Conclusion D – Make a decision – I think J - Justify – give a reason whyS – what is the significant factor(use case study) A – why haven’t you chosen the alternativeD – What would the final decision depend on? |