

### **Theme 1 - 12 Mark Evaluation – What arguments to form**

For each question, note down what the arguments would be in order to ensure you are evaluating – look at the example given.

<b>Evaluate whether profit is the main reward that xxxx seeks from running the business.</b>	
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Argument 1:	Argument 2:
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Yes, profit is the main reward.

No, profit isn't the main reward something else is, e.g:

- Personal satisfaction
- Helping others
- Being ethical.

<b>Evaluate the effectiveness of the market research that xxxxx conducted</b>	
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Argument 1:	Argument 2:
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<b>Evaluate the most effective method that xxxxx bakery could use to increase profits.</b>	
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Argument 1:	Argument 2:
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<b>Evaluate the importance of product in xxxxxxxx's marketing mix.</b>	
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Argument 1:	Argument 2:
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**Evaluate whether changes in the economic climate are the greatest external influence on the business.**

Argument 1:

Argument 2:

**Evaluate whether the value of the pound will help xxxx become more competitive in its market.**

Argument 1:

Argument 2:

**Evaluate whether rising costs will have an impact on the profits of xxxxxxxx.**

Argument 1:

Argument 2:

**Evaluate whether the lack of detailed market research was the main reason why the owners of xxxxxx did not make as much profit as possible.**

Argument 1:

Argument 2:

## **Theme 2 - 12 Mark Evaluation – What arguments to form:**

For each question, note down what the arguments would be in order to ensure you are evaluating – look at the example given.

### **Evaluate the importance to xxxx of being ethically responsible.**

Argument 1:

*Yes, it is important because...*

Argument 2:

*No, it's not important because.....*

### **Evaluate whether using social media campaigns is the best way to raise awareness of the business.**

Argument 1:

Argument 2:

### **Evaluate the importance of xxxx's quality assurance system in providing the business with a competitive advantage.**

Argument 1:

Argument 2:

### **Evaluate whether opening more outlets is the most effective way to increase net profit.**

Argument 1:

Argument 2:

**Evaluate whether allowing employees to select their own salaries is the most effective method for xxxx to motivate its employees.**

Argument 1:

Argument 2:

**Evaluate whether promotion will be the most important component of the marketing mix in contributing to the successful launch of xxxx's new products.**

Argument 1:

Argument 2:

**Evaluate whether xxxx's relationship with its supplier is the key factor in determining the profitability of the business.**

Argument 1:

Argument 2:

**Evaluate whether having lower prices than competitors is the best way for xxxx to compete in its market.**

Argument 1:

Argument 2: