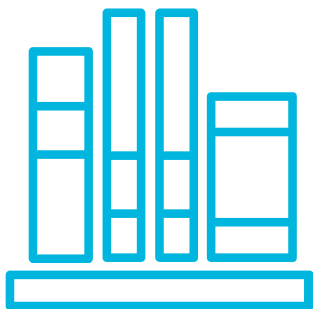
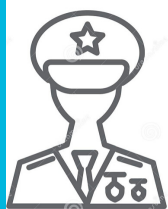




IGCSE BUSINESS COMMAND WORDS

Cambridge Assessment
International Education



DEFINE

To give the exact meaning of a term or concept.

Define the term 'public sector'

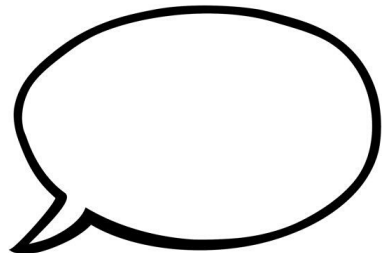
Organisations that are owned/controlled by the government

EXPLAIN

Make clear meaning of concepts or relationship between concepts. May require application (details from case study)

Explain the relationship between a mission statement and a business objective

Level of output where UDig extract the least amount of coal, could be closed as it will make less sales revenue.



CALCULATE

Work out from given facts, figures or information in case study

Calculate the rate of labour turnover for the whole of JS in 2018.

$(\text{Number of employees who left} / \text{Total number of employees}) \times 100$

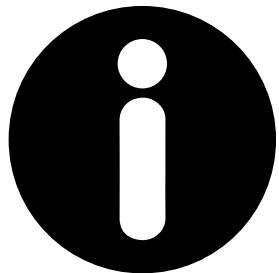
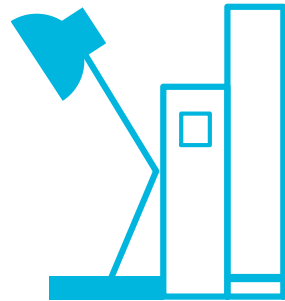
$(7400 / 40000) \times 100 = 18.5\%$

IDENTIFY

Name/Select/Recognise

Identify four methods of primary market research that a business could use.

Survey/Focus Group/Questionnaire/Observation



STATE

Express in Clear Terms

Identify four methods of primary market research that a business could use.

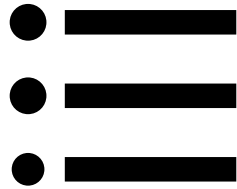
Survey/Focus Group/Questionnaire/Observation

OUTLINE

Set out main points

Outline how the appreciation of country B's exchange rate might affect UDig.

Not as competitive so UDig may have to cut costs by closing mines and making people redundant.



CONSIDER

Review and respond to given information

Consider the weekly forecasts in Appendix 2. Which additional service should Bethany choose to offer? Justify your answer.

In absolute terms that hair cuts is better and the one to choose.

However, in profitability terms the steam room is better and the one to choose.

JUSTIFY

Support a case with evidence/argument

Do you think maintaining customer loyalty should be more important to a business than attracting new customers? Justify your answer.

Attracting new customers is more expensive than keeping existing customers. However, attracting new customers is a good way of increasing market share.

