

How to hit the top marks in IB Business and Management Examination

Secret is SELOOH but first this:

1. **Spend 10 – 15 minutes at the beginning of your exam reviewing the paper carefully.** Remember that in each section you need only answer a set number of questions. Read each one carefully and cross out the question you do not want to answer. These first minutes will allow you to compose yourself and focus. **DO NOT JUMP** straight into it.
2. **Structure your answer to hit the marking criteria** in limited time.
3. **Answer what was asked** and not what you think was asked with one quick glance: this affects over 50% of answers. Rushing will not do you any favours.
4. **Write legibly:** if the examiner cannot read it no points can be awarded. Some of you will have to be very careful. Mocks were not exactly neat.
5. **Use headings** to help you answer and keep you focused on the Q (more on this later).
6. **Start each a), b), c), d) part of each Q on a new side of the paper.** This helps examiners with their grading and it gives you space to add more when you review (and you will review your work if you have time left) It does not matter how much paper you use in your exam. Often when answering one question, another idea will come into play from a previous question. Leaving space is vital.
7. **Leave a line between each paragraph** so that each concept you write about is seen as distinct by the examiner.
8. **Put a line through all rough work.** Be sensible, one or two lines is enough, its not an economics or art exam.

THE SECRET FORMULA

SELOOH

* **S = State**

What is the point you are making? State the core issue in 1 sentence.

* **EL = Explain + Link to Story**

Explain in detail until you are unable to ask 'Why?' or 'So what?' any more. As you do this, **use as much business terminology as possible.**

OOH = On the Other Hand...1 sentence only. HL only This just shows that you realize that what you just stated and explained may have a bit of a problem sometimes.

Without doing this you sometimes cannot get into the top marking band for Q's of 6+ points

USE HEADINGS TO HELP YOUR ANSWER.

MOST Q's need two headings eg

Comment on...(4 points) (Often asked after a calculation Q)

Quantitative considerations:

SEL

Qualitative considerations

SEL

Special advice for SL Q's

Define... (2points) = SE

Examine... (5-6 points)

Advantage (or whatever heading matches the Q)

SEL

Disadvantage(or whatever heading matches the Q)

SEL

Conclusion

This is a 1 sentence STATE and JUSTIFY.

Analyse... Evaluate... (7-8 points)

Advantages (or whatever heading matches the Q)

SEL

SEL

Disadvantages(or whatever heading matches the Q)

SEL

SEL

Conclusion

This is a 1 sentence STATE and JUSTIFY.

Special advice for HL Q's

Define... (2 points) = SE

Analyse two or Examine two... (6-7 points)

Advantages (or whatever heading matches the Q)

SEL

SEL

Disadvantages(or whatever heading matches the Q)

SEL

SEL

Conclusion

This is a 1 sentence STATE and JUSTIFY.

Evaluate... To what extent... (9-10 points)

Advantages (or whatever heading matches the Q)

SEL

SEL

SEL

Disadvantages(or whatever heading matches the Q)

SEL

SEL

SEL

Conclusion

This is a 1 sentence STATE and JUSTIFY.