

10.3_A Model answers

- 1 **Compare** decisions a company might take to achieve a short-term goal, and those it might take to achieve a long-term goal.

A comparison essay – plus some evaluation of the advantages and disadvantages.

- 2 **Explain** from a managerial viewpoint how some of a company's main resources might help it to achieve its goals.

An analysis.

- 3 **Outline** some of the ways in which a company can raise finance for its operations.

A description.

- 4 **Describe**, with some examples, the financial problems faced by small tourism or hospitality business start-ups. **Consider** how small businesses can best **solve** these difficulties.

Mixed: Description, then comparison and evaluation/argument/opinion, plus support.
See table below.

Situation: description of a current situation, outlining the background and the key issues	description
Problem(s): the issues arising from the current situation and the negative effects that these are causing	description (cause and effect)
Solution(s): solutions to the problems (i) which have been suggested or are currently underway (ii) which will, may or could be tried in the future; suggestions for further solutions	description (+ possibly suggestion)
Evaluation of solution(s): comparison of solutions; opinions on how successful the solutions are or could be + justification; an opinion on which is the best option + justification	comparison and argument