

## 10.3\_A Model answers

- 1 **Compare** the methods a company might use to raise short- and long-term finance.

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

- 2 **Explain** from a financial viewpoint how some of the main sources of income and funding might help a company to achieve its goals.

An analysis.

- 3 **Describe** with examples the financial problems faced by small 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.

|                                                                                                                                                                                               |                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| <b>Situation:</b> description of a current situation, outlining the background and the key issues                                                                                             | description                         |
| <b>Problem(s):</b> the issues arising from the current situation and the negative effects that these are causing                                                                              | description (cause and effect)      |
| <b>Solution(s):</b> 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) |
| <b>Evaluation of solution(s):</b> 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             |