

Paragraph 1

PECAN

Point – This can be positive or negative, depending on the question. Choose a point which is the best fit for the casestudy.

Explain – Tell me why or tell me about the point you have made.

Context – Ensure your point is the most relevant one for the business and apply your answer to the business, ensuring context is throughout your answer.

Analysis – Go deep into your point, tell me what impact it has. Ensure it is in context.

Because
Leads to
This means

Paragraph 2

Point – This can be positive or negative, depending on the question. Choose a point which is the best fit for the casestudy.

Explain – Tell me why or tell me about the point you have made.

Context – Ensure your point is the most relevant one for the business and apply your answer to the business, ensuring context is throughout your answer.

Analysis – Go deep into your point, tell me what impact it has. Ensure it is in context.

Because
Leads to
This means

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Paragraph 3

WWWW

Which choice

Why that choice?

Why is it better than the other choice?

What does it depend on?

9 mark structure