

Define

The outcome verb dictates what a student should write for their answer. All too often, a student will see a term they know in a question and then write down as much as they know about it, to try to impress the examiner. Feeling like they are under time pressure, they can skim read the question asked, to 'save' time, and then overwrite in order to show off all they know about a topic/term that comes up in the question, and still walk away without the full allocation of marks!

So, if the outcome verb 'define' is asked for a term/topic, students should be very to the point; they should not give examples and thorough explanations. They will get full marks for a concise meaning of the term.

E.g. 2015 ABQ (B) (ii) *Define the management activity of planning.*

A student might see the term planning and think: 'brilliant, I know loads about planning, lets get writing!'. Its even more likely for this example as it was in the ABQ and the student might be extra conscious to show what they know for the ABQ section as they often perceive it to be harder, and they usually do it towards the beginning of their exam.

Most students will be armed with lots of information on planning and could fill a page going on about types of planning (Strategic, Tactical, Contingency...), benefits of planning (focus on future, benchmark against performance, convince investors, motivate/direct staff...), but when the verb asked is Define, they shouldn't.

So, what should they write...?

Define – brief, concise, to the point

Q: Define the management activity of planning.

(Answer, from the marking scheme, with marking scheme's emphasis)

*Planning is the setting down of **specific goals and objectives** and the **putting in place of strategies** that allow you to achieve the stated goals and objectives of the business.*

The marks for define would be either 5 or 6 marks, split in 2 e.g. (3+3) or (2+3), so in this case, 3 would be given for saying something like 'setting specific objectives' and the other 3 would be given for saying something like 'putting strategies in place to achieve them'.

Have a go at these definitions, bearing in mind you should be precise and not elaborate with explanations and examples!

2017 Q2 (C) (i) – 8 marks (4+4)

Define the term **privatisation**.

2017 Q3 (A) (ii) 6 marks (4+2)

Define the term **tariff** and explain the possible effect on the Irish economy if the UK Government was to impose a tariff on Irish goods in the future.

2016 Q2 Short 4 marks (2+2)

(a) Define the term Trade Dispute

2015 Q7 (C) (i) 5 marks (2+3)

(i) Define market segmentation.

2012 Short Q4 (a) 4 marks (2+2)

Define the term *delegation*

2012 Short Q8 4 marks (2+2)

Define the 'primary sector' and outline two current trends affecting this sector in Ireland.

2012 Q2 (C) (i) 5 marks (2+3)

Define the term 'Business Ethics'.

Now compare what you've written to the suggested definitions below!

2017 Q2 (C) (i) – 8 marks (4+4)

Define the term privatisation.

The selling of a State Owned Company to private investors.

2017 Q3 (A) (ii) 6 marks (4+2)

Define the term tariff and explain the possible effect on the Irish economy if the UK Government was to impose a tariff on Irish goods in the future.

Tariff is a charge/tax applied to imported products to persuade consumers to purchase domestically produced goods/to restrict goods from another country.

2016 Q2 Short 4 marks (2+2)

(a) Define the term Trade Dispute

A Trade Dispute is defined as any dispute between employers and workers which is connected with the employment or non-employment or the terms or conditions of employment of any person.

2015 Q7 (C) (i) 5 marks (2+3)

(i) Define market segmentation.

Market segmentation involves dividing up the market into clearly identifiable sections which have common characteristics, allowing a firm to identify who their target market is, and then design and implement strategies to target them.

2012 Short Q4 (a) 4 marks (2+2)

Define the term *delegation*

Delegation involves the assignment of authority & accountability by a manager to a subordinate to undertake a specific work task or project.

2012 Short Q8 4 marks (2+2)

Define the 'primary sector' and outline two current trends affecting this sector in Ireland.

The primary sector (extractive) is a category of industry based on the natural resources of a country such as agriculture, forestry, fishing, mining, energy.

2012 Q2 (C) (i) 5 marks (2+3)

Define the term 'Business Ethics'.

It is a set of moral rules and standards that provide guidelines for right and truthful behaviour in business situations with its various stakeholders such as employees, customers, suppliers and the community in which it operates.