

ABE guide to command words

Command Word	Level 4	Level 5	Level 6	Level 7
<p>Analyse Examine a topic together with thoughts and judgements about it</p>	<p>Can analyse a range of materials and a selected number of sources with minimum guidance using given models, principles and definitions</p> <p>Can compare alternative models and techniques using appropriate rationale and criteria</p>	<p>Can analyse a variety of materials from different sources and draw conclusions independently, using given models, principles and definitions</p> <p>Can compare and analyse alternative models and techniques using appropriate rationale and criteria</p>	<p>Can analyse new and/or abstract data and schools of thought and can consider alternative solutions and outcomes independently, using a range of appropriate models, principles and definitions</p> <p>Can compare and analyse alternative models and schools of thought using appropriate rationale and criteria</p>	<p>Can analyse complex, incomplete or contradictory areas of knowledge and diverging schools of thought using appropriate models, principles and definitions</p> <p>Can analyse a range of models and schools of thought independently demonstrating critical awareness and originality of thought</p>
<p>Appraise Evaluate, judge or assess</p>	<p>Can provide a detailed account of the subject area including key theories and models</p> <p>Can demonstrate an understanding of the wider social and environmental implications of different contexts</p>	<p>Can provide an analytical account of the subject area with reference to relevant theories and models showing insight and awareness</p> <p>Can demonstrate awareness and insight into the social and environmental implications of different contexts</p>	<p>Can provide a comprehensive and detailed critique of the subject area demonstrating an in depth understanding and awareness</p> <p>Can incorporate a critical ethical dimension when analysing lines of argument</p>	<p>Can evidence a depth of understanding and a substantial body of knowledge working with ideas and models that are at the forefront of the discipline</p> <p>Can demonstrate awareness of and ability to articulate the implications of conflicting ethical dilemmas</p>

<p>Argue Provide reasoned arguments for or against and arrive at an appropriate conclusion</p>	Can produce reasoned arguments in response to a given brief using terminology correctly	Can develop rationalised arguments to given scenarios using appropriate terminology, concepts and principles	Can engage in an effective debate in a professional manner evidencing a comprehensive understanding and application of key principles	Can critically analyse complex, incomplete or contradictory areas of knowledge of a strategic nature and communicate the outcome effectively
<p>Assess Evaluate or judge the importance of something, referring to appropriate schools of thought</p>	Can constructively consider and effectively assess a wide range of information for specified tasks	Can consider a range of data and/or information and assess their relevance for specific tasks	Can synthesise and assess new and/or abstract information and data in the context of wide ranging problems, using a range of techniques	Can assess a wide range of theoretical principles/ methodologies, applicable to the discipline and their own work and apply these within a senior marketing management context
<p>Compare (and contrast) Look for similarities and differences leading to an informed conclusion</p>	Can constructively consider and effectively analyse the similarities and differences between two or more contexts	Can analyse and summarise the similarities and differences between two or more contexts	Can synthesise and analyse the similarities and differences between two or more contexts	Can synthesise and analyse the similarities and differences between two or more contexts, in a manner that is innovative and original
<p>Define Write the precise meaning of a word or phrase. Quote a source if possible.</p>	Can define key words reflective of a body of knowledge at level 4	Can define key words reflective of a body of knowledge at level 5	Can define key words reflective of a body of knowledge at level 6	Can define key words reflective of a body of knowledge at level 7 Can show that the distinctions contained or implied in the definition are necessary or desirable
<p>Describe Give a detailed account of</p>	Can constructively consider and clearly describe a range of ideas and information towards a given purpose	Can analyse and clearly describe a range of ideas and information for a given purpose	Can synthesise and analyse new and/or abstract ideas and information and present a clear description and account of the findings	Can critically analyse complex, incomplete or contradictory ideas and information and can present the findings clearly and effectively
<p>Demonstrate Explain, using examples</p>	Can clearly explain a range of ideas, using illustrative examples to underpin concepts used	Can clearly explain a range of ideas, concepts and theories and support them with relevant examples	Can explain a broad range of ideas persuasively and with originality, using a wide variety of illustrative examples to underpin findings and exemplify points	Can explain and utilise theories and concepts from the forefront of the discipline/practice demonstrating a mature and analytical understanding and

				awareness of principles and practice at a strategic level
Discuss Investigate or examine by argument and debate, giving reasons for and against	Can produce well structured, coherent and detailed arguments in response to a given context, using terminology fluently	Can produce coherent arguments to support ideas or solve specific problems using appropriate vocational terminology	Can produce detailed and coherent arguments in response to well defined and abstract problems using relevant vocational language	Can synthesise information, with critical awareness in a manner which is innovative and original using language which is appropriate at a senior level
Evaluate Make an appraisal of the value (or not) of something, its validity, reliability, applicability	Can select appropriate techniques to evaluate the relevance and significance of the information and data collected	Can select from a range of techniques and justify their relevance and significance, especially in relation to information and data; to make recommendations and draw meaningful conclusions	Can select from a range of techniques to critically evaluate complex, contradictory information to support conclusions and recommendations and in the process review its reliability, validity and applicability	Can critically evaluate complex, unpredictable and contentious information, often in a specialist context and arrive at informed conclusions and argue alternative approaches
Explain Make plain, interpret and account for, enlighten, give reasons for	Can present valid and relevant information evidencing knowledge, understanding and application of key principles relevant to a defined context	Can present valid and appropriate evidence, which demonstrates in-depth knowledge, understanding and application of key principles relevant to an applied context	Can present complex information evidencing comprehensive knowledge, understanding and application of key principles relevant to an applied context	Can present complex, incomplete or contradictory areas of knowledge of a strategic nature and communicate the information effectively
Illustrate Give examples to make clear and explicit, to demonstrate	Can apply a wide variety of illustrative examples to underpin concepts used	Can apply a wide variety of illustrative examples to underpin concepts, findings and recommendations	Can apply a wide variety of illustrative examples to underpin findings supported by references to wider reading to exemplify points	Can apply relevant contemporary issues demonstrating a mature and analytical understanding and awareness of strategic issues that are at the forefront of the discipline
Justify Support recommendations, explanations or arguments, with valid reasons for and against	Can support lines of argument with relevant information from a range of sources	Can justify arguments with relevant information from a range of sources	Can effectively communicate well structured and coherent arguments relevant to appropriate contexts	Can articulate complex arguments with critical awareness in a manner which is innovative and original
Outline Give main features or general	Can selectively identify valid and relevant information from a	Can selectively identify valid and relevant information from a	Can selectively identify valid and relevant information from a	Can selectively identify valid and relevant information from a

principles, ignoring minor details	range of sources relevant to level 4	range of sources relevant to level 5	range of sources relevant to level 6	range of sources relevant to level 7
Recommend Put forward proposals, supported with a clear rationale	Can produce valid conclusions and proposals based on abstract data and information, appropriate to context	Can produce reliable and valid conclusions and proposals based on abstract data and information, appropriate to context	Can produce reliable and valid conclusions and proposals based on abstract or incomplete data and information, which is appropriate to context	Can produce reliable, valid and incisive conclusions and proposals based on complex, incomplete or contradictory data or information, which is appropriate to context
State Present in a clear brief form	Can present new and /or abstract data and information in a clear and concise manner, appropriate to a given context	Can present new and /or abstract data, information and situations in a clear and concise manner, appropriate to context	Can present new and/or abstract data, information and situations, in a clear and concise manner, appropriate to context	Can present complex, incomplete or contradictory data or information in a clear and concise manner, appropriate to context
Summarise Give a concise account of the key points, omit details and examples	Can summarise information and collate in a logical manner	Can summarise and collate information and data in a logical manner	Can summarise abstract information, data and contradictory information in a logical, and concise manner	Can summarise complex, contradictory or contentious information in a logical and concise manner