



## BUS 1370 Principles of Management

### Common Exam Instruction Words

Instruction word	What you have to do
List	Provide an itemised series of parts, reasons or qualities.
State	Give the relevant points briefly – you don't need to make a lengthy discussion or give minor details.
Identify	Name/ select/ recognise.
Define	Give the meaning of an idea, either a dictionary definition or from an academic authority in your subject of study (technical definition).
Compare	Put items side by side to see their similarities and differences – a balanced (objective) answer is required.
Contrast	Emphasise the differences between two things.
Explain	Give detailed reasons for an idea, principle or result, situation, attitude and so on. You may need to give some analysis as well.
Examine	Take apart and describe a concept in great detail.
Describe	Give details of processes, properties, events and so on.
Discuss	Describe, explain, carefully examine, give examples, points for and against, and give reasons for the view you have reached yourself.
Illustrate	Make your points clearer with the use of specific examples, figures, diagrams, graphs etc.
Justify	Give reasons to support a statement.

Advise	Provide specific advice about something.
(Critically) Analyse	Take apart an idea, concept or statement and examine and criticise (point out the topic's mistakes or weaknesses as well as its favourable aspects) its sub-parts in detail. You have to be methodical and logical.
Comment	Provide an informed and supported viewpoint.
Review	Analyse and comment briefly, in organised sequences (sentences, paragraphs or lists) on the main aspects of a subject.
Assess	Describe a topic's positive and negative aspects and say how useful or successful it is, or considers its contribution to knowledge, events or processes (this is usually about how important something is).
Interpret	Explain and comment on the subject and make a judgement (evaluation).
(Critically) Evaluate	Similar to discuss, but with more emphasis on a judgement in the conclusion.