Student Name:

Question:

Level	Marks	Knowledge and Understanding	Application		Analysis	Evaluation
4	15-20	Accurate and thorough	Supported throughout by relevant and effective use of the business behaviour/ context	of reasoning she	and logical, coherent, chains owing a range of cause(s) and/ uments are fully developed	Quantitative and/or qualitative information is/are used well to support judgements. A full awareness of the validity and significance of competing arguments/factors, leading to balanced comparisons, judgements and an effective conclusion that proposes a solution and/or recommendations
3	9-14	Accurate and thorough	Supported throughout by relevant and effective use of the business behaviour/ context	cause(s) and/or complete, show	I chains of reasoning , so that consequence(s)/effect(s) are wing an understanding of the uments are well developed	Quantitative or qualitative information is introduced in an attempt to support judgements, a partial awareness of the validity and/ or significance of competing arguments and may lead to a conclusion
2	5-8	Elements of knowledge and understanding	Some application to the business example	Arguments and chains of reasoning are presented, but connections between cause(s) and/ or consequence(s)/ effects are incomplete – attempts to address the question		A comparison or judgement may be attempted but will not successfully show an awareness of the key features of business behaviour or business situation
1	1-4	Isolated elements	Weak or no relevant application to business examples	An argument may be attempted but will be generic and fail to connect cause(s) and/ or consequence(s)/ effect(s)		No attempt at a comparison/ judgement/ conclusion/ recommendation
0	0	A completely inaccurate response	A completely inaccurate response	A completely inaccurate response		A completely inaccurate response
Overall Level and Mark Band:			Mark Awarded:	/20	EBI (Even better if):	
WWW (W	WWW (What went well):					











Student Name:

Question:

Level	Marks	Knowledge and Understanding	Application	Analysis		Evaluation	
4	9-12	Accurate and thorough	Supported throughout by relevant and effective use of the business behaviour/ context		d logical chain of reasoning, uses(s) and/ or effect(s)	Assessment is balanced, wide ranging and well contextualised, using quantitative and/ or qualitative information, and shows an awareness of competing arguments / factors leading to a supported judgement	
3	5-8	Accurate and thorough	Supported throughout by relevant and effective use of the business behaviour/ context	with develo	erspectives are presented, ped chains of reasoning, ause(s) and/ or effect(s)	An attempt at an assessment is presented, using quantitative and qualitative information, though unlikely to show the significance of competing arguments	
2	3-4	Elements of knowledge and understanding	Some application to the business example	Chains of reasoning are present but may be assertions or incomplete		A generic or superficial assessment is presented	
1	1-2	Isolated elements	Weak or no relevant application to business examples	Generic assertions		No attempt at assessment	
0	0	A completely inaccurate response	A completely inaccurate response	A completely inaccurate response		A completely inaccurate response	
Overall L	Overall Level and Mark Band: Mark Awarded:			/12	EBI (Even better if):		
WWW (W	WWW (What went well):						









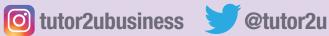
Student Name:

Question:

Level	Marks	Knowledge and Understanding	Application	Analysis		Evaluation	
4	7-10	Accurate and thorough	Supported throughout by relevant and effective use of the business behaviour/ context		d logical chain of reasoning, uses(s) and/ or effect(s)	Assessment is balanced, wide ranging and well contextualised, using quantitative and/ or qualitative information, and shows an awareness of competing arguments / factors leading to a supported judgement	
3	5-6	Accurate and thorough	Supported throughout by relevant and effective use of the business behaviour/ context	Analytical perspectives are presented, with developed chains of reasoning, showing cause(s) and/ or effect(s)		An attempt at an assessment is presented, using quantitative and qualitative information, though unlikely to show the significance of competing arguments	
2	3-4	Elements of knowledge and understanding	Some application to the business example	Chains of reasoning are present but may be assertions or incomplete		A generic or superficial assessment is presented	
1	1-2	Isolated elements	Weak or no relevant application to business examples	Generic assertions		No attempt at assessment	
0	0	A completely inaccurate response	A completely inaccurate response	A completely inaccurate response		A completely inaccurate response	
Overall Level and Mark Band: Mark Awarded: /10			/10	EBI (Even better if):			
WWW (W	WWW (What went well):						









Student Name:

Question:

Level	Marks	Knowledge and Understanding	Application	Analysis		Evaluation
3	6-8	Accurate and thorough	Supported throughout by relevant and effective use of the business behaviour/ context	Logical chains of reasoning, showing causes(s) and/ or effect(s)		Assessment is balanced , well contextualised, using quantitative and/ or qualitative information and shows an awareness of competing arguments
2	3-5	Accurate	Applied accurately to the business and its context	Chains of reasoning are presented, showing causes(s) and/ or effect(s) but may be assertions or incomplete		An attempt at an assessment is presented, that is unbalanced and unlikely to show the significance of competing arguments
1	1-2	Isolated elements	Weak or no relevant application to business examples	Generic assertions		No attempt at assessment
0	0	A completely inaccurate response	A completely inaccurate response	A completely inaccurate response		A completely inaccurate response
Overall L	evel and N	lark Band:	Mark Awarded:	/8	EBI (Even better if):	
WWW (What went well):						





