Sample marking grids

- The following sample marking grids provide an indication of the typical breakdown of the marks to be awarded for different skills in the Coursebook activities and revision case studies.
- If questions carry slightly different total marks from these examples, teachers may adjust the total marks for each skill accordingly.
- These mark grids are, in principle, the same as those used in the CIE Business Studies examination papers, though on some papers there may be a slight variation in the marks awarded for each skill.
- When answering these questions, students will gain experience in reading the 'prompt' word in each question and assessing which examination skills are being tested. Similarly, in applying these grids when marking student answers, teachers will need to judge whether an answer requires, in addition to knowledge and application, analysis **and** evaluation or analysis alone.

Questions requiring analysis **and** evaluation will use directive commands such as:
- evaluate
- discuss
- recommend
- justify
- assess
- to what extent.

If **no** evaluation is required, questions that require analysis will use directive commands such as:
- analyse
- explain
- consider
- examine.

4-mark evaluation questions

	Knowledge	Application	Analysis	Evaluation
Level 1	[1 mark] Relevant point made	[1 mark] Issue is applied	[1 mark] Analysis evident	[1 mark] Judgement in context

6-mark analysis questions

	Knowledge	Application	Analysis
Level 2	[2 marks] Two or more relevant points identified	[2 marks] Good application of issue(s)	[2 marks] Good use of business reasoning to analyse issue(s)
Level 1	[1 mark] One relevant point made	[1 mark] Limited application of issue(s)	[1 mark] Limited analysis evident

8-mark analysis questions

	Knowledge	Application	Analysis
Level 2	[2 marks] Good knowledge shown	[2 marks] Good application to the case	[3–4 marks] Good use of theory or reasoned argument to explain answer
Level 1	[1 mark] Some knowledge shown, e.g. definition	[1 mark] Some application to the case	[1–2 marks] Limited analysis of one or more factors

8-mark evaluation questions

	Knowledge	Application	Analysis	Evaluation
Level 2	[2 marks] Two or more relevant points made	[2 marks] Good application of issues to the case	[2 marks] Good use of theory or business reasoning to explain answer	[2 marks] Good judgement shown
Level 1	[1 mark] One relevant point made	[1 mark] Limited application of issues	[1 mark] Limited analysis evident	[1 mark] Limited judgement

10-mark analysis questions

	Knowledge	Application	Analysis
Level 2	[3 marks] Good knowledge shown	[3 marks] Good application of issues in context	[3–4 marks] Good use of theory or business reasoning to explain answer
Level 1	[1–2 marks] Some knowledge shown, e.g. definition	[1–2 marks] Limited application	[1–2 marks] Limited analysis evident

10-mark evaluation questions

	Knowledge	Application	Analysis	Evaluation
Level 2	[2 marks] Two or more relevant points made	[2 marks] Good application of issues to the case	[2–3 marks] Good use of theory or business reasoning to explain answer	[2–3 marks] Good judgement shown in either text or conclusion
Level 1	[1 mark] One relevant point made	[1 mark] Limited application of issues	[1 mark] Limited analysis evident	[1 mark] Limited judgement

12-mark evaluation questions

	Knowledge	Application	Analysis	Evaluation
Level 2	[2–3 marks] Good knowledge of relevant points	[2–3 marks] Good application of issues to the case	[2–3 marks] Good use of theory or business reasoning to explain answer	[2–3 marks] Good judgement shown in either text or conclusion
Level 1	[1 mark] One relevant point made	[1 mark] Limited application of issues	[1 mark] Limited analysis evident	[1 mark] Limited judgement

15-mark evaluation questions

	Knowledge	Application	Analysis	Evaluation
Level 2	[3 marks] Good knowledge of relevant points	[3 marks] Good application to the case	[3–4 marks] Good use of theory or reasoned argument to explain answer analysis	[3–5 marks] Good evaluation in text and conclusion
Level 1	[1–2 marks] Some knowledge of relevant points	[1–2 marks] Some application	[1–2 marks] Limited analysis evident	[1–2 marks] Limited judgement in context

20-mark evaluation questions

	Knowledge	Application	Analysis	Evaluation
Level 3				[6–9 marks] Very good contextual judgement shown in arguments and conclusion
Level 2	[3 marks] Good knowledge of relevant points	[3 marks] Good application of issues to the case	[3–5 marks] Good use of theory or business reasoning to explain answer	[3–5 marks] Good contextual judgement shown in arguments or conclusion
Level 1	[1–2 marks] Some knowledge of relevant points	[1–2 marks] Some application of issues to the case	[1–2 marks] Limited analysis evident	[1–2 marks] Limited judgement in context

25-mark evaluation questions

	Knowledge	Application	Analysis	Evaluation
Level 3				[7–11 marks] Good contextual judgement shown in arguments and conclusion
Level 2	[3–4 marks] Good knowledge of relevant points	[3–4 marks] Good application of issues	[3–6 marks] Good use of theory or business reasoning to explain answer	[3–6 marks] Good contextual judgement shown in arguments or conclusion
Level 1	[1–2 marks] Some knowledge of relevant points	[1–2 marks] Some application of issues	[1–3 marks] Limited analysis evident	[1–2 marks] Limited judgement in context