

GCE Business Studies CCEA A Level Marking Grid

15 Mark Question

Examiner must note:

It is important that the pupil's response is marked holistically.

- Is the pupils' response focused on the set question?
- Does the answer demonstrate a comprehensive knowledge and understanding of the relevant business theory?
- Are the points selected thoroughly applied from the case study material?
- Are the relevant points clear and analysed logically and with reasoning?
- Are detailed arguments developed with a balanced judgement?

If your answer to the above questions are 'yes' then you must award the top level 4 marks.

Level	Response	AO1 Knowledge & Understanding	AO2 Application	AO3 Analysis	AO4 Evaluation	Mark
3	Excellent	Comprehensive, relevant, accurate depth and well selected range of knowledge and understanding of issues	Thorough application of relevant source material throughout, effectively applied	Highly appropriate, clear and logically developed analysis and logical chains of reasoning	Detailed evaluation with a balanced judgement, a clear focus throughout built on effective analysis and use of business language. Excellent QWC	11-15
2	Good	Sound, relevant, accurate knowledge and understanding of issues	Sound application of relevant source material throughout	Focused, clear and logical well developed analysis and reasoning	Appropriate evaluation, informed judgement built on sound analysis. Good QWC	6-10
1	Basic	Limited knowledge and understanding	Limited application of relevant source material and is mainly descriptive	Limited or no relevant analysis and reasoning, no development of the issues	Limited and unsupported evaluation built from a limited analysis Basic QWC	1-5