

Checklist for a great 10 mark answer

Things we should see	Comments
Are there at least two arguments for each side?	
Does the essay include theory/terminology from business management? List the examples you see.	
What references to the case study do you see?	
Do the references go beyond just stating the name of the business?	
Are these references used to strengthen arguments, or are they more like simple additions?	
Does the essay show understanding of further possibilities, implications, nuances, or caveats that arise from information in the case study?	
Are the arguments logical and convincing?	
Does the essay show good balance - i.e., are there caveats, downsides, or other qualifiers that show understanding of the possible nuances or implications of the issues?	
Conclusion	
Is there a clear conclusion?	
Does it elaborate on what were the most compelling reasons that led to that conclusion?	
Do you find the conclusion well supported by the analysis throughout the response?	
Room for improvement	
List the arguments that you do not find very well argued, or not very convincing.	

List any misuses of terms, theories, or concepts that you see.	
What further terms/concepts/ideas from the business management syllabus could they have used?	