

Hitting the top-band marks when answering your long-answer examination questions



To do well in your examinations, you must be aiming for full marks in those tricky long answer questions. So what are we, as examiners, looking for specifically when marking these 6-12 mark examination questions?

To help you understand how you can achieve, we here at IBBusinessAndManagement.com have developed the following level descriptors for your long answers in the IB Business and Management examinations. These descriptors will correspond to the marks granted for the 9 - 12 mark examination questions and they provide you with some insight into things you can include in your writing to raise your level.

Excellence-level answers require that:

- The analysis is appropriate, **clear and focused**. There is clear identification and explanation of the theoretical framework and methodology and there is coherent integration of ideas.
- There is evidence of **evaluation**, and **conclusions/judgments are substantiated**.
- **Consistent evidence of critical and reflective thinking occurs**.
- There is an understanding of relevant theoretical concepts and evidence of them being applied effectively. **References to case study sources and data** are relevant and sufficient. There is some evidence of the sources and data being used effectively and related to the theoretical framework.
- The analysis and evaluation of the findings are appropriate. There is sound integration of ideas and issues in a coherent order, and consistent evidence of critical, reflective thinking
- There is a broad and appropriate selection of business tools, techniques and theory, and these are skillfully applied.
- The writing is **well organised and structured**, with consistent and precise use of appropriate **business terminology**.
- You provide precise definitions and explanations of IB Business and Management terms and apply course concepts accurately and comprehensively integrate course terms, concepts, relationships and theory comprehensively and coherently provide a logically consistent and comprehensive analysis of a range of business issues (including issues from the external environment) and their impact.
- Apply course tools accurately and comprehensively in business analysis
- Use precise **business vocabulary** and illustrative examples extensively in a well-structured manner in the exposition of business issues and solutions in communication with people.

Source: www.IBBusinessandManagement.com