What the examiners are looking for when marking your longanswer questions



Level	Level Descriptor
7-9	A response with accurate, specific, well-detailed knowledge and understanding of relevant issues, concepts and theories.
	A response that uses appropriate terminology competently throughout the response.
	A response that includes judgments and/or conclusions that is well supported and underpinned by a balanced analysis .
	Explicit references to the information in the case study are made throughout the response.
5-6	A response with relevant knowledge and understanding of relevant issues, concepts and theories.
	A response that uses relevant and appropriate terminology.
	Evidence of judgments and/or conclusions that are little more than unsubstantiated statements that has balanced analysis and demonstrates understanding.
	Explicit references to the information in the case study are made at places in the response.
3-4	A description with some knowledge and or understanding of relevant issues, concepts and theories. Some use of appropriate terminology.
	No evidence of judgments and/or conclusions.
	Some reference is made to the information in the stimulus material, not just to the name of the organisation.
	The response is mainly theoretical.
1-2	Little knowledge and understanding of relevant issues, concepts and theories.
	Little use of appropriate terminology.
	No evidence of judgments and/or conclusions.
	No reference is made to the information in the stimulus material.
0	No knowledge or understanding of relevant issues, concepts and theories.
	No use of appropriate terminology.

Source: www.IBBusinessandManagement.com