

	Criterion	Marks *	Clear pass	Pass	Marginal pass	Marginal fail	Fail	Clear fail
Process	Prioritisation	15	Clearly prioritised in a logical order and based on a clear rationale. 15	Issues prioritised with justification. 12	Evidence of issues being listed in order of importance, but rationale unclear. 8	Issues apparently in priority order, but without a logical justification or rationale. 6	Little attempt at prioritisation or justification or rationale. 3	No attempt at prioritisation or justification. 0
	Knowledge	10	Thorough display of relevant technical knowledge at an appropriate level. 10	Some display of relevant knowledge at an appropriate level. 8	Identification of some relevant knowledge, but largely lacking in depth. 5	Knowledge displayed without clear application. Some sections appear unreferenced. 4	Some knowledge displayed, but little attempt to justify it or use it in context. 2	Little evidence of knowledge displayed. Fundamental misconceptions. 0
	Numerical skills	10	Relevant data clearly identified. Calculations correct. Workings clearly shown. 10	A few relatively minor technical inaccuracies. Calculations mainly clear and logical. 8	Some results not supported by workings. Occasional errors. Some calculations avoided. 5	Some inappropriate or incorrect analysis carried out. Frequent errors or omissions. 4	Little analysis offered. Calculations often unclear or irrelevant. Workings incomprehensible. 2	A general absence of calculation or analysis, or calculations incorrect and often misleading. 0
Presentation	Structure	5	Good evaluation of options. Conclusions stated clearly with valid recommendations. 5	Fair evaluation of alternatives. Some recommendations omitted. 4	Limited evaluation of alternatives, or poorly supported recommendations. 3	Very few alternatives evaluated and with unsupported recommendations. 2	Little consideration of alternatives. Few or no conclusions. Unclear recommendations. 1	No identification of alternatives and no recommendations offered. 0
	Business communication	5	Excellent and appropriate communication in good business style. Messages clear and effective. 5	Good communication skills, with occasional lack of clarity and some weaknesses in style. 4	Some lack of clarity in communication and understandability. General business style is weak. 3	Business style is weak and, in general, answer is poorly conveyed. 2	Use of language ineffective; communication generally poor. Of little use to recipient. 1	Lack of evidence of suitable language and failure to communicate ideas. 0
	Format	5	Precise professional format and structure, with good use of relevant appendices. 5	Clear and recognisable format with a logical structure. 4	Recognisable format and structure, although occasionally unclear. Limited use of appendices. 3	Recognisable format but poor use of structure. Difficult to navigate. 2	Little attempt to use the appropriate format. Little attempt to structure content. 1	No attempt made to use appropriate format. Content unstructured. 0
Overall	Business awareness	20	High level of business awareness and appropriate use of real-world examples. 20	Good business awareness and use of real-world examples. 16	Some business awareness shown, plus occasional use of real-world examples. 10	A general lack of business awareness shown. Some use of real-world examples, occasionally unrealistic or irrelevant. 8	Little business awareness evident. Very few real-world examples, some clearly unrealistic or irrelevant. 4	No business awareness evident and no obvious attempt to use real-world examples. 0
	Breadth	15	Most key issues identified, covering a range of views. 15	A number of key issues identified, covering a slightly narrower range of views. 12	A few important issues identified, expressing a fairly limited point of view. 8	Several important issues omitted, or too many issues considered. 6	Many important issues omitted, or a series of diverse points made. 3	Very few issues considered, or a long list of points covered. 0
	Depth	15	Each issue covered to an appropriate level of detail. Answer is comprehensive and evidences critical thinking. 15	Several issues covered to an appropriate level of detail. Some evidence of analysis and critical thinking. 12	A number of key issues raised, although occasionally lacking detailed analysis. 8	Several important issues lacked the level of analysis required. 6	Only very brief analysis of the issues identified. 3	Little or no attempt to analyse the issues identified. 0
TOTAL		100	*Note The number of available marks allocated to each criterion may vary from paper to paper. Any criterion could have a minimum mark of 5 and a maximum mark of 20.					