**Checklist for a great 10 mark answer**

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| **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 add-ons? |  |
| 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? |  |