

Scaffold For Paper 4 – 20 Mark Questions

Level	AO1 Knowledge and understanding 3 marks	AO2 Application 2 marks	AO3 Analysis 8 marks	AO4 Evaluation 7 marks
	Description	Description	Description	Description
3			7–8 marks Developed analysis of the overall strategy that identifies connections between causes, impacts and/or consequences.	6–7 marks Effective evaluation A developed judgement/conclusion is made in the business context that draws together developed evaluative comments which balance some key arguments in the business context.
2	2–3 marks Developed knowledge of relevant key term(s) and/or factor(s) is used to answer the question.	2 marks Developed application of relevant point(s) to the business context.	4–6 marks Developed analysis of individual strategic element(s) that identifies connections between causes, impacts and/or consequences.	3–5 marks Developed evaluation <ul style="list-style-type: none"> A developed judgement/conclusion is made. Developed evaluative comments which balance some key arguments.
1	1 mark Limited knowledge of relevant key term(s) and/or factor(s) is used to answer the question.	1 mark Limited application of relevant point(s) to the business context.	1–3 marks Limited analysis that identifies connections between causes, impacts and/or consequences.	1–2 marks Limited evaluation <ul style="list-style-type: none"> A judgement/conclusion is made with limited supporting comment/evidence. An attempt is made to balance the arguments.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Para 1- Intro

Define the question in your own words and define all key terms (You are showing you understand the exact question they are asking and demonstrating level 1 knowledge). Demonstrate developed knowledge of relevant theory. (Show off!)
State or hint at your conclusion

Para 2 – Analysis of An Individual Strategic Element

Point (Clearly, succinctly and exactly state ONE point in the argument)
This means that (with app to support)
Which leads to... (with app to support)

However (Clearly, succinctly and exactly state ONE COUNTERPOINT in the argument)
This means that (with app to support)
Which leads to... (with app to support)
(Mini Conclusion) So it seems the answer to the question is... (heavily relate to app)

Para 3 -Analysis of Another Individual Strategic Element

Point (Clearly, succinctly and exactly state ONE point in the argument)
This means that (with app to support)
Which leads to... (with app to support)
However (Clearly, succinctly and exactly state ONE COUNTER point in the argument)
This means that (with app to support)
Which leads to... (with app to support)
(Mini Conclusion) So it seems the answer to the question is... (heavily relate to app)

Para 4 – Analysis of **Overall Strategy**

Point (Clearly, succinctly and exactly state ONE point in the argument)
This means that (with app to support)
Which leads to... (with app to support)
However (Clearly, succinctly and exactly state ONE COUNTER point in the argument)
This means that (with app to support)
Which leads to... (with app to support)
(Mini Conclusion) So it seems the answer to the question is... (heavily relate to app)

Para 5 – Conclusion

In my opinion..... (actually <u>answer</u> the question)
Although I said..... (cancel any counterargument you made)
My main reason is... (the strongest point that supports your opinion)
However, my decision would depend on.... (DEPENDING FACTOR)

