Internal assessment SL, sample A

Assessment criteria	Marks awarded	Marks available
Criterion A	4	4
Criterion B	5	5
Criterion C	5	5
Criterion D	3	3
Criterion E	4	4
Criterion F	2	2
Criterion G	2	2
Total	25	25

Examiner comments

Criterion A – Supporting documents

The 5 supporting documents (clearly identified in the beginning) are relevant and sufficient in depth. They provide a range of views and ideas. The student uses various types of documents (balance sheet, reliable news website, company's official website, specialised website article). It is good to see that, in the supporting documents, the key passages are highlighted, as required by the task.

Criterion B – Choice and application of tools, techniques and theories

The candidate chooses and applies a wide range of appropriate business management tools, techniques and theories (stakeholders map, SWOT) and uses appropriate terminology all along (working capital, liquidity ratios etc). The applications are skilful: the student clearly understands the models (SWOT, stakeholders map).

Criterion C – Use and analysis of data and integration of ideas

The candidate uses the data from the supporting documents very well. The commentary is coherent, with a solid integration of the ideas presented.

Criterion D – Conclusions

The conclusion is clear ("Apple should initiate its dividend and share buyback programme") answering the commentary question, based on the evidence provided.

Criterion E – Evaluation

There is thorough evidence of evaluation all along, as illustrated by comments such as "the main problem of the programs is the way that..." (page 5) or "this would be good

if..." (page 6). The judgements are substantiated and backed up by evidence (especially through footnotes).

Criterion F – Structure

The commentary is well organized and structured; the argumentation flows clearly and logically.

Criterion G – Presentation

The overall presentation is very good, from the sub-headings to the footnotes and from the table of contents to the supporting documents that are properly labelled and easily identifiable.