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#### For 20 mark questions

| Level    | Maark. | Descriptor  |
|----------|--------|---|
| Levrel 1 | 1-7    | Identification of points which are largely irrelevant.  |
| Level 2  | 8-10   | Typically, answers will consider 1 factor with 1 evaluative point or 2 points with no evaluation or list of several points with little analysis |
| Level 3  | 11-14  | Typically, answers will consider 2 factors with 1 evaluative point or 3 points with no evaluation   |
| Level 4  | 15-16  | Typically, answers will consider 3 factors with 1 evaluative point  |
| Level 5  | 17-20  | Typically, answers will consider 3 factors with at least 2 evaluative points  |

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| Level 1 | Fart (a) Questions: Performance Criteria for Mark base 20 |  |  |
|---------|---|--|--|
|         | 8-10  | Draplays knowledge presented as facts without awareness of other viewpoints.     Demoistrates limited understanding with little or no analysis.     Attempts at selecting, applying, evaluating and presenting material which are trelevant and unclear.     Home of the assessment objectives are covered satisfactority identification of points which are largely inveloped.     Depolars elementary knowledge of well learnet economic facts showing a   |  |
|         |   | generalised understanding together with limited analysis i.e. identification of points or a very limited discussion.  Displays a limited ability to select and apply different economic ideas.  Evidence presented has a back relevance.  Typically, answers will consider I factor with I evaluative point or 2 points with no evaluation or list of several points with little onsigns.  |  |
| Level 3 | 11-1-4  | <ul> <li>Ottplays knowledge and understanding of economic principles, concepts and theories at well at some analysis of insules i.e. answer might lack sufficient breadth and depth to be worthy of a higher mark.</li> <li>Shows tome ability to apply economic ideas and relate them to economic problems.</li> <li>Employs different approaches to reach conclusions, presenting evidence with some relevance and coherence.</li> <li>Typically, convers will opesider 2 factors with a evaluative point or 3 points with no evaluation.</li> </ul> |  |
|         | 11-12   | Award in this range for 2 factors and 1 evaluative comment (or 3 factors with no evaluation) which are not well developed/reasoned.  Award in this range for 2 factors and 1 evaluative comment for 3 factors with no  |  |
|         |   | evaluation) which are well developed and reasoned  |  |
| Level 4 | 15-16   | <ul> <li>Origitary: a good knowledge of economic principles, concepts and theories together with an analysis of the issues tovolved.</li> <li>Demonstrates an ability to select and apply economic ideas and to relate them to economic problems.</li> <li>Evidence of some evaluation of alternative approaches leading to conclusions which are presented in a relevant and coherent way.</li> </ul>   |  |
| Level 5 | 17-30   | Droplays a winde range of knowledge of economic principles, concepts and theories together with a rigorous analysis of issues.  Demonstrates an outstanding ability to select and apply economic ideas to economic problems.  Evaluation is well balanced and critical leading to valid conclusions.  Material is presented in a relevant, clear and coherent way with evidence fully and reliably integrated.  Excellence is displayed across all assessment objectives.  Typically, onevers will consider 3 factors with 2 evaluative points.        |  |

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web authors dan siroker and pete koomen are cofounders of optimizely the leading a b testing platform used by more than 5 000 organizations across the world a b testing the most powerful way to turn clicks into customers offers best practices and lessons learned from more than 300 000 experiments run by optimizely customers you ll learn