

Resources table 2

HL mark bands used in case study questions

These have been summarised using the formal IB Business and Management SL and HL Paper 2 mark schemes as a basis.

Black = HL 7-mark questions

Blue = extra descriptions for HL 9-mark questions

HL analysis generally requires at least **three** major points of argument examined critically and in detail in order to meet the requirements for detailed and balanced answers.

Marks	Descriptions
0	<ul style="list-style-type: none"> No knowledge of business concepts/theories Business vocabulary not used No link to case study
1–2	<ul style="list-style-type: none"> Little knowledge of business concepts/theories Little business vocabulary used No link to case study No opinions/conclusions (except two-way analysis, e.g. advantages/disadvantages)
3–4	<ul style="list-style-type: none"> Partial analysis Some knowledge of business concepts/theories/issues Some business vocabulary used Some links to case study (not just to business name) No opinions/conclusions (except two-way analysis, e.g. advantages/disadvantages)
HL: 5–7	<ul style="list-style-type: none"> Balanced analysis Detailed knowledge of business concepts/theories/issues Accurate use of business vocabulary Precise links to case study Opinions supported by balanced analysis Unjustified conclusions (except two-way analysis, e.g. advantages/disadvantages) Understanding of issues demonstrated
HL: 8–9 (older HL questions may have 10 marks)	<ul style="list-style-type: none"> Balanced, detailed analysis Detailed knowledge of business concepts/theories/issues Accurate use of business vocabulary throughout Precise links to case study throughout Opinions supported by balanced analysis Conclusions justified Detailed understanding of issues demonstrated