B&M IA Samples

HL Sample B

Criterion A: **Research proposal and action plan**

The candidate was awarded 4 marks for this criterion. The research proposal and action plan are appropriate, clear and focused. There is an acknowledgement of potential difficulties. The theoretical framework was identified and explained.

The correct answer is: Achievement level 4.

Criterion B: **Use of theoretical concepts, sources and data**

The candidate was awarded 3 marks for this criterion. Sources and data are generally appropriate. There is an understanding of theoretical concepts and some evidence of application.

The correct answer is: Achievement level 3.

Criterion C: **Analysis and evaluation**

This candidate was awarded 5 marks for this criterion. Analysis and evaluation is appropriate and adequate. The report is generally probing, but descriptive at times. There is some evidence of evaluation and critical thinking, but this is not consistent. There is sound integration of ideas and issues.

The correct answer is: Achievement level 5.

**Criterion D: Conclusions and recommendations**

The candidate was awarded 3 marks for this criterion. Conclusions and recommendations are consistent with the research question and evidence presented, but they are not fully developed. There is no future action suggested to address limitations in the research.

The correct answer is: Achievement level 3.

**Criterion E: Value to management**

The candidate was awarded 2 marks for this criterion. The report and executive summary have some general practical value as a working document. There is reasonable bibliography, but this needed the dates when websites were accessed. Professional judgment was exercised on the 4 words over the word limit, but this is a grey area. Should any words over 2000 be allowed?

The correct answer is: Achievement level 2.

HL Sample C

Criterion A: **Research proposal and action plan**

The candidate was awarded 3 marks for this criterion. The research proposal was thorough. The action plan has clearly been used as a working document. The research question is forward-looking and within the scope of the internal assessment. It is manageable within the word limit. However, there is no explanation for the choice of theory.

The correct answer is: Achievement level 3.

Criterion B: **Use of theoretical concepts, sources and data**

The candidate was awarded 4 marks for this criterion. There is an understanding of relevant theoretical concepts and there is some evidence (though not necessarily consistent evidence) of sources and data being used effectively.

The correct answer is: Achievement level 4.

Criterion C: **Analysis and evaluation**

This candidate was awarded 5 marks for this criterion, although it is not far off 6 marks. There is some evidence of critical thinking, but again this is not consistent. There is sound integration of ideas and issues and the analysis is appropriate given the word limit.

The correct answer is: Achievement level 5.

**Criterion D: Conclusions and recommendations**

The candidate was awarded 4 marks for this criterion on a best fit basis.

Conclusions and recommendations are mostly consistent with the evidence. The candidate suggests future actions to address limitations.

The correct answer is: Achievement level 4.

**Criterion E: Value to management**

The candidate was awarded 3 marks for this criterion. The report was professionally presented. There was effective use of footnotes. The bibliography was detailed, although there were minor flaws in its presentation – the books required more details . The report was clearly of some practical value to management - supported to some extent by the Petrofac letter.

The correct answer is: Achievement level 3.

HL Sample D

Criterion A: **Research proposal and action plan**

The candidate was awarded 4 marks for this criterion. The research proposal is appropriate, clear and focused. The action plan has clearly been used as a working document. The research question is forward-looking and demands recommendations. It is manageable within the word limit.

The correct answer is: Achievement level 4.

Criterion B: **Use of theoretical concepts, sources and data**

The candidate was awarded 5 marks for this criterion. There is an in-depth understanding of concepts and business theory and consistent evidence of them being applied effectively. There is an excellent range of data sources which have been integrated with the theory.

The correct answer is: Achievement level 5.

Criterion C: **Analysis and evaluation**

This candidate was awarded 7 marks for this criterion. This is a very thorough approach. Analysis and findings are appropriate with sound integration of ideas and issues. There is evidence of consistent critical, reflective thinking throughout the report.

The correct answer is: Achievement level 7.

**Criterion D: Conclusions and recommendations**

The candidate was awarded 5 marks for this criterion. Conclusions and recommendations are consistent with the evidence and are well developed. The candidate suggests future actions to address limitations.

The correct answer is: Achievement level 5.

**Criterion E: Value to management**

The candidate was awarded 4 marks for this criterion. This is a very professionally presented report. There is effective use of footnotes and bibliography. The report is excellent throughout and consequently of considerable practical value to management.

The correct answer is: Achievement level 4.

SL Sample B

Criterion A: **Supporting documents**

The candidate was awarded 2 marks for this criterion. This is a difficult call. The supporting documents are limited and the single questionnaire does not qualify as a document because there is a tally sheet. So it ends up with only two documents limiting the mark to three. It could not be argued that the documents are irrelevant, but they are not sufficient, so the documents are generally relevant, but lack depth.

The correct answer is: Achievement level 2.

Criterion B: **Choice and application of business tools, techniques and theories**

The candidate was awarded 4 marks for this criterion. There is an appropriate selection of tools and motivation theories and they are just about suitably applied. This is a best fit judgment.

The correct answer is: Achievement level 4.

Criterion C: **Analysis and evaluation**

This candidate was awarded 4 marks for this criterion. There is more than a superficial analysis as the findings are employed in the main body.

The correct answer is: Achievement level 4.

**Criterion D: Conclusions**

The candidate was awarded 2 marks for this criterion. Some of the conclusions are consistent with the evidence.

The correct answer is: Achievement level 2.

**Criterion E: Evaluation and critical thinking**

The candidate was awarded 2 marks for this criterion. There is evidence of evaluation, but not all judgments are substantiated. Critical thinking is not really evident.

The correct answer is: Achievement level 2.

**Criterion F: Presentation**

The candidate was awarded 2 marks for this criterion. The commentary is not well organised, but is sufficiently organized and structured for achievement level 2. Sources are appropriately referenced and there is a reasonable business terminology.

The correct answer is: Achievement level 2.

SL Sample C

Criterion A: **Supporting documents**

The candidate was awarded 4 marks for this criterion. The supporting documents are very detailed and appropriate, providing a range of ideas and views.

The correct answer is: Achievement level 4.

Criterion B: **Choice and application of business tools, techniques and theories**

The candidate was awarded 6 marks for this criterion. There is broad and appropriate selection of tools and motivation theories and they are skilfully applied. The tools used include ratios, SWOT and BCG.

The correct answer is: Achievement level 6.

Criterion C: **Analysis and evaluation**

This candidate was awarded 6 marks for this criterion. There is an appropriate selection of data from the supporting documents with detailed analysis. There is a coherent integration of ideas.

The correct answer is: Achievement level 6.

**Criterion D: Conclusions**

The candidate was awarded 3 marks for this criterion. The conclusions are consistent with the evidence presented and clearly answer the commentary question.

The correct answer is: Achievement level 3.

**Criterion E: Evaluation and critical thinking**

The candidate was awarded 3 marks for this criterion. There is evidence of evaluation, and judgments are substantiated. Critical and reflective thinking is evident.

The correct answer is: Achievement level 3.

**Criterion F: Presentation**

The candidate was awarded 3 marks for this criterion. The commentary is not well organised, but it is sufficiently organized and structured. Sources are appropriately referenced and there is good use of business terminology.

The correct answer is: Achievement level 3.

SL Sample D

Criterion A: **Supporting documents**

The candidate was awarded 3 marks for this criterion. The supporting documents are relevant and sufficient in depth but do not provide a range of ideas and views – they are too similar in approach.

The correct answer is: Achievement level 3.

Criterion B: **Choice and application of business tools, techniques and theories**

The candidate was awarded 2 marks for this criterion. There is limited selection of tools and theories and they are superficially applied. The candidate confuses Ansoff with BCG. There is reference to segmentation and promotion.

The correct answer is: Achievement level 2.

Criterion C: **Analysis and evaluation**

This candidate was awarded 4 marks for this criterion. There is an appropriate selection of data from the supporting documents with appropriate analysis.

The correct answer is: Achievement level 4.

**Criterion D: Conclusions**

The candidate was awarded 2 marks for this criterion. Some of the conclusions are consistent with the evidence presented, although not well substantiated.

The correct answer is: Achievement level 2.

**Criterion E: Evaluation and critical thinking**

The candidate was awarded 1 marks for this criterion. There is limited evaluation and judgments are not well supported – most are assertions.

The correct answer is: Achievement level 1.

**Criterion F: Presentation**

The candidate was awarded 3 marks for this criterion. The commentary is not well organised, but it is sufficiently organized and structured. Sources are appropriately referenced and there is a reasonable bibliography. The candidate uses a range of business terminology.

The correct answer is: Achievement level 3.