

Marking criteria for Task 2

Criteria	Excellent or very good	Good	Satisfactory	Bare pass	Bare fail	Bad fail
Criterion A: selection of source material Information from the source material is appropriate and correctly identified and labelled within SWOT categories. (Task 1, Part A, 25 marks)	25–22 marks All the key relevant information from the case study and the module is selected and correctly labelled throughout the source material. A very high number of SWOT factors have been correctly identified.	21–18 marks Almost all the key relevant information from the case study and the module is selected and correctly labelled throughout the source material. Almost all the SWOT factors have been correctly identified.	17–14 marks Most of the key relevant information from the case study and the module is selected and correctly labelled in the source material. Most of the SWOT factors have been correctly identified.	13–10 marks Some of the key relevant information from the case study and the module is selected and correctly labelled in the source material. Some of the SWOT factors have been correctly identified.	9–5 marks Minimal key relevant information from the case study and the module is selected and correctly labelled in the source material. Only a few SWOT factors have been correctly identified.	4–0 marks Almost none or no key relevant information from the case study and the module is selected or correctly labelled in the source material. Almost none or no SWOT factors have been correctly identified.
Criterion B: structure and development The structure and	25–22 marks All aspects of the structure of the report are relevant and appropriate. All	21–18 marks Almost all aspects of the structure of the report are relevant and appropriate.	17–14 marks Most aspects of the structure of the report are relevant and appropriate. Most of	13–10 marks Some aspects of the structure of the report are relevant and appropriate.	9–5 marks The structure of the report is mostly irrelevant and inappropriate.	4–0 marks The structure of the report is wholly irrelevant and does not follow the

development of the text is clear and appropriate. (Task 1, Part B, 25 marks)	paragraphs are organised logically using relevant key concepts and the framework. All the information is very well linked and connected. Subheadings are used to signpost the information appropriately. The report ends with a set of appropriate recommendations.	Almost all paragraphs are organised logically using relevant key concepts and the framework. Almost all the information is very well linked and connected. Subheadings are used to signpost the information appropriately. The report ends with recommendations, almost all of which are appropriate.	the paragraphs are organised logically using relevant key concepts and the framework. Most of the information is linked and connected, with some inconsistencies. Subheadings are used to signpost the information, mostly appropriately. The report ends with recommendations, most of which are appropriate.	Paragraphs are used but are not well organised, using relevant key concepts and the framework. A limited amount of the information is linked and connected. Some subheadings are used to signpost the information. The report ends with recommendations, some of which are appropriate.	Paragraphs and relevant key concepts are rarely used to organise the report. Information is rarely linked or connected to the source information. Appropriate subheadings are not used to signpost the information. The report ends without suitable recommendations.	structure given for the task. Paragraphs and relevant key concepts are not used to organise the report. Information is not linked or connected to the source information. Subheadings are not used to signpost the information. The report ends without recommendations.
Criterion C: writing style: The text is written in an effective academic English style for a report. (Task 1, Part B, 20 marks)	20–18 marks All aspects of the report are written in a formal and objective style. Relevant information selected in Part A has been interpreted and transferred correctly with no plagiarism. Use of specialised SWOT business language is relevant and appropriate throughout the report. The source materials have been referenced correctly.	17–14 marks Almost all aspects of the report are written in a formal and objective style. Almost all the relevant information selected in Part A has been interpreted and transferred correctly with no plagiarism. Use of specialised SWOT business language is relevant and appropriate in almost all of the report. Almost all the source materials have	13–11 marks The report is mainly written in a formal and objective style. Most of the relevant information selected in Part A has been interpreted and transferred correctly with minimal plagiarism. Use of specialised SWOT business language is relevant and appropriate in most of the report. Most of the source materials have been referenced correctly.	10–8 marks Some of the report is written in a formal and objective style. Some of the relevant information selected in Part A has been interpreted and transferred correctly with some plagiarism. Use of specialised SWOT business language is relevant and appropriate in some of the report. Some of the source materials have been referenced correctly.	7–5 marks Almost all of the report is written in an informal and subjective style. Very little relevant information selected in Part A has been interpreted and transferred correctly. Phrases from the source materials have been plagiarised. Limited use of specialised SWOT business language in the report. Limited use of referencing.	4–0 marks The report is not written in a formal and objective style. Almost none or no relevant information selected in Part A has been interpreted and transferred correctly. Use of specialised SWOT business language is inappropriate. Source materials have been heavily plagiarised or not referred to at all. No correct referencing of sources.

		been referenced correctly.				
Criterion D: accuracy Content is relevant to the task; grammar, spelling and punctuation are accurate and appropriate. The text is professionally presented. (Task 1, Part B, 10 marks)	10–9 marks All sentence structures in the SWOT report are grammatically correct and relevant to the task. All nouns, verbs and tenses are relevant and formed correctly. All spellings and use of punctuation are correct. The assessment is formatted appropriately.	8 marks Almost all sentence structures in the SWOT report are correct and relevant to the task. Almost all nouns, verbs and tenses are relevant and formed correctly. Almost all spellings and use of punctuation are correct. The assessment is formatted appropriately.	7–6 marks Most of the sentence structures in the SWOT report are correct and relevant to the task. Most nouns, verbs and tenses are relevant and formed correctly. Most spellings and use of punctuation are correct. Most of the assessment is formatted appropriately.	5–4 marks Some sentence structures in the SWOT report are correct or relevant to the task. Some nouns, verbs and tenses are relevant and formed correctly. Some spellings and use of punctuation are correct. Some of the assessment is formatted appropriately.	3–2 marks Hardly any sentence structures in the SWOT report are correct. Nouns, verbs and tenses are formed incorrectly. Spellings and use of punctuation are incorrect. The assessment is formatted inappropriately.	1–0 marks No sentence structures in the SWOT report are correct. Nouns, verbs and tenses are not formed correctly. Spellings and use of punctuation make the report difficult to follow. The assessment is not formatted.