

Examiner comments

Project D

Assessment criteria	Marks awarded	Marks available	Comments
Criterion A	5	5	The concept of ethics permeates the entire internal assessment (IA). To quote the markband descriptor for A5: it “effectively integrates the analysis of the connection between the key concept and the organization under study throughout the internal assessment” as it fully explores the link between ethics and the organization TOMS throughout the IA.
Criterion B	4	4	The supporting documents (SDs) present a range of perspectives (internal and external), which is why B4 is fully justified.
Criterion C	4	4	Business terminology is very well used throughout; the main tools chosen (power-interest stakeholder analysis, strategic vs altruistic corporate social responsibility (CSR)) are relevant and well applied. (This also shows that the aim of the IA is not to use and apply as many tools as possible, but to select relevant ones.)
Criterion D	5	5	Not only is there an effective analysis and evaluation (as required for D4), but the candidate goes further: they consider TOMS’ claim that their practice is ethical, and then they analyse that assumption (and its implications) to reach the conclusion that, in fact, the practice is not ethical (which is a bold claim, but one clearly made, using the SDs and business tools). This makes it possible to reach the highest markband.
Criterion E	3	3	The conclusion answers the research question (RQ) well, following the evidence provided and the discussion.
Criterion F	1	2	In the main body of the IA, from page 5 to page 11, it is not clear what the structure is—is there even a particular one? A mark of F2 seems too generous: there is no appropriate structure—there does not seem to be any structure within the main part of the IA entitled “Research and Analysis”.
Criterion G	2	2	All aspects are present. No reason not to award 2 marks.
Total	24	25	