

Knowledge, application and analysis		
Level	Mark	Descriptor
	0	A completely inaccurate response.
Level 1	1-4	Displays isolated or imprecise knowledge and understanding of terms, concepts, theories and models. Use of generic or irrelevant information or examples. Descriptive approach which has no chains of reasoning or links between causes and consequences.
Level 2	5-8	Displays elements of knowledge and understanding of economic principles, concepts and theories. Applies economic ideas and relates them to economic problems in context, although does not focus on the broad elements of the question. A narrow response or superficial, two stage chains of reasoning only.
Level 3	9-12	Demonstrates accurate knowledge and understanding of the concepts, principles and models. Ability to apply economic concepts and relate them directly to the broad elements of the question with evidence integrated into the answer. Analysis is clear and coherent, although it may lack balance. Chains of reasoning are developed but the answer may lack balance. KEY TERMINOLOGY?
Level 4	13-16	Demonstrates precise knowledge and understanding of the concepts, principles and models. Ability to link knowledge and understanding in context using appropriate examples. Analysis is relevant and focused with evidence fully and reliably integrated. Economic ideas are carefully selected and applied appropriately to economic issues and problems. The answer demonstrates logical and coherent chains of reasoning.

Follow Structure!

- Clear Start Point
- Connectors for the journey
- Do not drift away!

Knowledge: Types of Economies of Scale:

- Purchasing
- Technical
- Financial
- Managerial
- Marketing
- Risk-bearing

- + Allocative efficiency
- + Productive efficiency
- + Dynamic efficiency
- X inefficiency

Diseconomies of Scale:

- Communication
- Co-ordination
- Control
- Motivation

Application:

Real world monopolies:

Tesla, Thames Water, Royal Mail, Network Rail

Such as... Tesla global distribution, Gigafactories

Diagrams:

- AC Curve (MES)
- X inefficiency

Analysis:

logical chain of reasoning;

- Connectors (BLT)
- Impacts
- How + Why.

* Logical chains of analysis must be throughout in order to get into top band.