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BUSN1004 INTERNATIONAL BUSINESS CONTEXT

ASSESSMENT A: Introductory Exam Essay

STUDENT'S NAME:

RATING: 1 = UNSATISFACTORY 2 = BELOW EXPECTATIONS 3 = GOOD 4 = VERY GOOD 5 = EXCELLENT

CONTENT						
Addresses the question directly and correctly	1	2	3	4	5	
Defines or explains technical terms and concepts properly	1	2	3	4	5	
Communicates pertinent knowledge and point of view	1	2	3	4	5	
Provides relevant evidence to support argument or point of view	1	2	3	4	5	
Supplies examples which demonstrate understanding of the issues	1	2	3	4	5	
STRUCTURE & WRITTEN EXPRESSION						
Opening & closing comments set the direction & conclusions of the answer	1	2	3	4	5	
Ideas logically presented, well developed and linked.	1	2	3	4	5	
Clear, 3 rd person writing as opposed to wordy, subjective or irrelevant writing	1	2	3	4	5	
Well spaced & reader friendly, good paragraphing; essay format	1	2	3	4	5	
Grammatical sentences, correct spelling and punctuation	1	2	3	4	5	

Note: criteria are not equally weighted

MARK OUT OF 10: _____