

## The Evaluation Component

It is important that candidate's appreciate the increased significance of the evaluation component in the A2 modules. Whereas in the AS units evaluation made up 20% of the marks, 30% are reserved overall for evaluation in the A2. In unit 4 the evaluation component is slightly lower than this but still amounts to 11 marks out of 40 for each data response question.

The keywords designed to trigger evaluative response are the same as those in the AS units. They include:

- Evaluate
- Assess
- To what extent
- Examine

The purpose of these words is to test the candidate's ability to attain some critical distance from the elementary models contained in the specification. The idea is that answers should look at both the pros and cons of positions established in their answers.

Given the high level of marks available for evaluation it is imperative that candidates address this issue explicitly if they want to do themselves justice. Some guidelines to how to go about scoring evaluation marks are as follows:

- No theory of the firm can be taken for granted. All such theories rest on *assumptions* which are unlikely to hold exactly in practice. It is perfectly legitimate for you to criticise the assumptions on which you have based your analysis.
- *Always* look at the other side of the argument. Use a few "however,"s, a few "on the other hand"s.
- Think of some examples which point in the opposite direction of your analysis – even if these are simply the exceptions which prove the rule.
- Are other things equal?
- Evaluate the *importance* of your chosen factors. Some will be relatively minor, some much more significant.
- Use the *evidence* in the passage in a critical way.