

5 EVALUATION HACKS A-LEVEL

**Cambridge Assessment
International Education**

Evaluation makes up a whopping 30% of your grade at A2 - we show you 5 top tips for scoring full evaluation marks in all questions

INFORMATION

Often the simplest way of scoring evaluation marks is by questioning the validity of the data in the case study.

- If estimates were used how accurate are they?*
- What information is missing?*
- What further information is required?*
- Why is this important to know further information?*



COST/AVAILABILITY OF FINANCE



How will the cost of the decision affect the bottom line?

- What is the cost? Is it worth doing? Cost effective?*
- (Give a different evaluation for every course of action)*
- Do the potential returns merit the risk?*
- Can the business finance this decision?*

Link to the current financial position of the company

RATIO ANALYSIS

Using ratios to analyse decisions can be highly beneficial but have limitations you can use for evaluation

Based on historic information -will the results in the future follow current trends?

Ratios need to be compared against previous years results/ other companies in the same industry - is comparison possible?



QUALITATIVE FACTORS

A focus on quantitative factors alone may ignore qualitative factors crucial in decision making

- Has the potential social or environment impact of the decision been considered?*
- Is the decision consistent with the long term strategy of the company?*

Link to long term objectives of the company



EXTERNAL ANALYSIS

Any decision made will be subject to the external forces of the business environment

- Is the market expanding? Are consumer trends changing?*
- Is the economic environment stable - is there high economic growth or is there risk of recession?*
- How do the government intervene in the market?*
- Will there be more or less government regulation (rules) taxes or subsidies?*

