



Mark Scheme

AdSAM

**QPEC/Pre-Stand/Results**

Pearson LCCI Public Relations and  
Media Relations (ASE20205)

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark scheme, not according to their perception of where the grade boundaries may lie.
- All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should be prepared to award zero marks if the candidate's response is not worthy of credit, according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Candidates are not likely to be sitting this exam in their first language. Mark positively based on the ideas presented/understanding demonstrated rather than the quality of written English. It is acceptable for the answers to be presented in the form of bullets/short sentences.

### **Specific marking guidance for levels-based mark schemes\***

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Levels-based mark schemes (LBMS) have been designed to assess candidates' work holistically. They consist of two parts: indicative content and levels-based descriptors. Indicative content reflects specific content-related points that candidates might make. Levels-based descriptors articulate the skills that candidates are likely to demonstrate in relation to the skills being assessed in the question. The levels represent the progression of these skills.

When using a levels-based mark scheme, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches candidates' response and place it within that band. Candidates will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the level descriptor, and will be modified according to how securely all traits are displayed at that band.
- Marks will be awarded towards the top or bottom of that band, depending on how they have evidenced each of the descriptor bullet points.

Question Number	Answer	Mark
<b>1(a)</b>	<b>A</b> Building long-term relationships	<b>(1)</b>

Question Number	Answer	Mark
<b>1(b)</b>	<b>B</b> Community relations	<b>(1)</b>

Question Number	Answer	Mark
<b>1(c)</b>	<b>D</b> To gain publicity	<b>(1)</b>

Question Number	Answer	Mark
<b>1(d)</b>	<b>C</b> Television	<b>(1)</b>

Question Number	Answer	Mark
<b>1(e)</b>	<b>A</b> To understand how people see the organisation in relation to a problem	<b>(1)</b>

Question Number	Answer	Mark
<b>2(a)</b>	<p>Award <b>1</b> mark for each point up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• To develop a PR strategy/plan <b>(1)</b></li> <li>• To manage press office activities <b>(1)</b></li> <li>• To liaise with marketing/communication departments to coordinate campaigns <b>(1)</b></li> <li>• Building networks of spokespeople and subject matter experts <b>(1)</b></li> <li>• Evaluating PR activities <b>(1)</b></li> <li>• Reporting PR activities to senior management teams/CEO/director <b>(1)</b></li> <li>• Managing budgets/accounts <b>(1)</b></li> <li>• Managing suppliers/external stakeholders/external PR agency <b>(1)</b></li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<b>2(b)</b>	<p>Award <b>1</b> mark for each point up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• Resources/skills may be wider ranging <b>(1)</b></li> <li>• Resources/skills may be more specialist <b>(1)</b></li> <li>• Fee-based rather than ongoing cost <b>(1)</b></li> <li>• Flexible availability <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>2(c)</b>	<p>Award <b>1</b> mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• An in-house PR department may have a better understanding of an organisation <b>(1)</b> and may have spare capacity <b>(1)</b></li> <li>• An in-house PR department may be faster <b>(1)</b> and more manageable <b>(1)</b></li> <li>• An in-house PR department may be faster <b>(1)</b> and have ongoing costs <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>3(a)</b>	<p>Award <b>1</b> mark for each point up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• Newsletters <b>(1)</b></li> <li>• Awareness campaigns <b>(1)</b></li> <li>• Announcements <b>(1)</b></li> <li>• Internal social media <b>(1)</b></li> <li>• Events/meetings <b>(1)</b></li> <li>• Intranet <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>3(b)</b>	<p>Award <b>1</b> mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• Media training is helping people understand the media <b>(1)</b> through coaching/briefing/supporting spokespeople <b>(1)</b></li> <li>• Media training is having workshops/training events <b>(1)</b> that help individuals understand the media <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>3(c)</b>	<p>Award <b>1</b> mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• By using word of mouth <b>(1)</b> because they can talk positively about the brand to other people <b>(1)</b></li> <li>• By using social media <b>(1)</b> because they can positively write/post/tweet about the brand to other people <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>4</b>	<p>Award <b>1</b> mark for each point up to a maximum of <b>4</b> marks.</p> <ul style="list-style-type: none"> <li>• Dealing professionally/honestly/reliably with journalists <b>(1)</b></li> <li>• Distributing helpful statistics/data/facts/anecdotes <b>(1)</b></li> <li>• Responding quickly to media requests <b>(1)</b></li> <li>• Sending press releases in good time around media schedules <b>(1)</b></li> <li>• Ensuring press release subject is relevant to audience <b>(1)</b></li> <li>• Ensuring press releases are formatted correctly <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>5(a)</b>	<p>Award <b>1</b> mark for each method to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• media coverage <b>(1)</b></li> <li>• message analysis <b>(1)</b></li> <li>• behaviour change <b>(1)</b></li> <li>• web analysis <b>(1)</b></li> <li>• social media analysis <b>(1)</b></li> <li>• cost of campaign versus budget <b>(1)</b></li> <li>• identify lessons learned to be applied to next campaign <b>(1)</b></li> </ul> <p>Accept any other reasonable responses.</p>	<b>(2)</b>



Question Number	Answer	Mark
<b>5(b)</b>	<p>Award <b>1</b> mark for each reason and an additional mark for a linked expansion point, up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• comparisons are made before, during and after the PR campaign <b>(1)</b> to measure website traffic <b>(1)</b></li> <li>• indicate user engagement/interaction <b>(1)</b> to review the length of time visitors spent on the site <b>(1)</b></li> <li>• ensure that key messages are broken down into a few simple points <b>(1)</b> to identify the entry point to the website by visitors <b>(1)</b></li> <li>• classify positive, negative, neutral responses <b>(1)</b> to review audience reaction, especially social media, to media content <b>(1)</b></li> </ul> <p>Accept any other reasonable responses.</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>6(a)</b>	<p>Award <b>1</b> mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• Awareness/understanding of campaign involving charity activities <b>(1)</b> because this can involve sports tournament/celebrity concerts that can involve/ attract large numbers of local people <b>(1)</b></li> <li>• Information campaign such as publishing results from commissioned surveys/reports <b>(1)</b> because these can show images of poor heart health/demonstrations <b>(1)</b></li> <li>• Attitude reinforcement campaign by maintaining a positive reputation <b>(1)</b> because this will help improve trust/credibility with adults in the area to have heart health checks <b>(1)</b></li> <li>• Attitude changing campaign turning negative perceptions into positive perceptions <b>(1)</b> because this will encourage adults to take the heart health check/make reasonable lifestyle adjustments <b>(1)</b></li> <li>• Behaviour changing campaign that encourages adoption of new procedures <b>(1)</b> in order to encourage new procedures/discouraging harmful diets/activities with adults in the area <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>6(b)</b>	<p>Award <b>1</b> mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• Television, available in local coffee shops <b>(1)</b> to advertise/report on the issues of poor heart health/services available <b>(1)</b></li> <li>• ANJ Radio <b>(1)</b> to advertise/report on the issues of poor heart health/services available <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>6(c)</b>	<p>Award <b>1</b> mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• Must use content that is legal/decent and honest/truthful <b>(1)</b> which will allow adults in the area to not be misled or lose trust in the organisation <b>(1)</b></li> <li>• Personal conduct must show integrity/respect/fairness/reliability <b>(1)</b> which can demonstrate a credible image of the organisation to raise trust with people in the area <b>(1)</b></li> <li>• Must abide by ethical code of conduct <b>(1)</b> which can demonstrate best practice and foster trust/credibility with people in the area <b>(1)</b></li> <li>• Must be accountable for how mistakes are reported and to whom <b>(1)</b> which can demonstrate best practice and foster trust/credibility with people in the area <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>6(d)</b>	<p>Indicative content</p> <ul style="list-style-type: none"> <li>• Situation analysis – provide free heart health tests, 1,000 volunteers, 10,000 heart health checks, no printed literature</li> <li>• Campaign objectives – to create awareness of heart health checks, carry out 10,000 checks with 1,000 volunteers</li> <li>• Messages – checks are free, training provided, improve heart health</li> <li>• Media to be used - ANJ Radio and local TV channels at coffee shops</li> <li>• Schedule of activities: <ul style="list-style-type: none"> <li>○ Recruitment adverts/messages on ANJ Radio and local TV/coffee shop announcements</li> <li>○ Recruitment events to discuss heart health and causes</li> <li>○ Work with coffee shops regarding health eating/promote heart health checks</li> </ul> </li> <li>• Evaluation – number of checks/tests carried out, improved heart health outcomes, volunteers recruited; feedback received</li> </ul>	<b>(12)</b>

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–4 marks	<ul style="list-style-type: none"> <li>• Demonstrates limited knowledge and understanding and there may be major omissions/misconceptions.</li> <li>• Tactics/strategies/objectives/approach is/are unlikely to be appropriate to the context.</li> <li>• Tactics/strategies/objectives are not likely to be supported or justified.</li> </ul>
Level 2	5–8 marks	<ul style="list-style-type: none"> <li>• Demonstrates mostly accurate knowledge and understanding with some omissions/misconceptions.</li> <li>• Tactics/strategies/objectives/approach will be mostly appropriate to the context.</li> <li>• Tactics/strategies/objectives may not be fully justified.</li> </ul>
Level 3	9–12 marks	<ul style="list-style-type: none"> <li>• Demonstrates accurate knowledge and understanding with few omissions/misconceptions.</li> </ul>

		<ul style="list-style-type: none"> <li>• Tactics/strategies/objectives/approach will be appropriate and the link to the context will be clear.</li> <li>• Tactics/strategies/objectives will be justified using evidence from the context.</li> </ul>
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Question Number	Answer	Mark
<b>7(a)</b>	<p>Award <b>1</b> mark for each point up to a maximum of <b>2</b> marks.</p> <ul style="list-style-type: none"> <li>• Photographs <b>(1)</b></li> <li>• Videos <b>(1)</b></li> <li>• Biographies of players <b>(1)</b></li> <li>• Audio soundtracks/podcasts <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>7(b)</b>	<p>Award <b>1</b> mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of <b>4</b> marks.</p> <ul style="list-style-type: none"> <li>• Interactions/frequency of messages/trending discussions <b>(1)</b> because this will show user interest and engagement with the campaign <b>(1)</b></li> <li>• Sentiment of comments (positive, negative or neutral) <b>(1)</b> because this will show if CM60's work is perceived favourably or not – or if the public are unsure <b>(1)</b></li> <li>• Likes/favourites/shares/comments/hashtags used on the website social media posts <b>(1)</b> because this will show if CM60's campaign work is perceived favourably or not and thus highlight public interest <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>7(c)</b>	<p>Award <b>1</b> mark for identification of a point and an additional mark for a linked expansion point, up to a maximum of <b>6</b> marks.</p> <ul style="list-style-type: none"> <li>• Identification of primary or secondary media <b>(1)</b> which allows a better understanding of delivering messages to the right audiences <b>(1)</b></li> <li>• Selected media should support CM60/organisational/PR objectives <b>(1)</b> because this can achieve desired results and create maximum awareness <b>(1)</b></li> <li>• Media coverage type such as paid for, earned, shared <b>(1)</b> because this will be important for meeting any budget targets/restrictions <b>(1)</b></li> <li>• The frequency of media type such as 24/7/real-time/daily/weekly/monthly <b>(1)</b> because this will impact the awareness levels attained within a given time <b>(1)</b></li> <li>• One-way and two-way (interactive) communication and the difference between them <b>(1)</b> because this will impact the desired engagement levels attained within a given time <b>(1)</b></li> <li>• International contexts such as language/culture/time zones <b>(1)</b> because this will impact the levels of understanding/engagement within a given time <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(6)</b>

Question Number	Answer	Mark
<b>7(d)</b>	<p data-bbox="448 271 719 300">Indicative content</p> <p data-bbox="448 342 1166 450">Most or all of the following elements to make up a short press release contextualised to the case study.</p> <ul data-bbox="496 488 1158 1155" style="list-style-type: none"> <li>• Organisation name</li> <li>• Date</li> <li>• Heading relevant to audience</li> <li>• Introductory paragraph summarising key messages</li> <li>• Subsequent paragraphs provide further information/engagement</li> <li>• Written to achieve CM60's aims</li> <li>• Highlights CM60's growth</li> <li>• Suitable quote from CM60's MD</li> <li>• Suitable quote from HealthyVita1951</li> <li>• Benefits of CM60</li> <li>• Additional information (website/social media handle, company background details)</li> <li>• Press office contact details for more information</li> <li>• Reference number</li> <li>• Ends</li> </ul> <p data-bbox="448 1196 975 1225">Accept other reasonable responses.</p>	<b>(12)</b>

<b>Level</b>	<b>Mark</b>	<b>Descriptor</b>
	0	No rewardable material.
Level 1	1–4 marks	<ul style="list-style-type: none"> <li>• Demonstrates limited knowledge and understanding and there may be major omissions/misconceptions.</li> <li>• Tactics/strategies/objectives/approach is/are unlikely to be appropriate to the context.</li> <li>• Tactics/strategies/objectives are not likely to be supported or justified.</li> </ul>
Level 2	5–8 marks	<ul style="list-style-type: none"> <li>• Demonstrates mostly accurate knowledge and understanding with some omissions/misconceptions.</li> <li>• Tactics/strategies/objectives/approach will be mostly appropriate to the context.</li> <li>• Tactics/strategies/objectives may not be fully justified.</li> </ul>
Level 3	9–12 marks	<ul style="list-style-type: none"> <li>• Demonstrates accurate knowledge and understanding with few omissions/misconceptions.</li> <li>• Tactics/strategies/objectives/approach will be appropriate and the link to the context will be clear</li> <li>• Tactics/strategies/objectives will be justified using evidence from the context.</li> </ul>



Question Number	Answer	Mark
<b>8(a)</b>	<p>Award <b>1</b> mark for identification of a point and an additional mark for a linked description point, up to a maximum of <b>6</b> marks.</p> <ul style="list-style-type: none"> <li>• Restoring trust <b>(1)</b> after the company has been involved with child labour/false accusations from Ban CMClothes60 <b>(1)</b></li> <li>• No official social media presence <b>(1)</b> that will lead to external voice share <b>(1)</b></li> <li>• No official social media presence <b>(1)</b> so Ban CMClothes60 will be the key group/voice on the crisis <b>(1)</b></li> <li>• PR team is unable to cope with this scale of work <b>(1)</b> will need to outsource to a PR agency <b>(1)</b></li> <li>• Fashion Director resigned <b>(1)</b> and may make unofficial/bias statements against the company that could appear as highly trustworthy <b>(1)</b></li> <li>• Slow responses/failure to respond quickly <b>(1)</b> to critical events can lead to reputational damage <b>(1)</b></li> <li>• Lack of control over third-party media activity and schedules <b>(1)</b> owing to staff shortages/lack of social media presence <b>(1)</b></li> <li>• Unable to differentiate good and poor practices <b>(1)</b> such as fake news, misleading content, propaganda <b>(1)</b></li> <li>• No guarantee of media coverage <b>(1)</b> unless paying for advertising editorial <b>(1)</b></li> <li>• Activities undertaken by persons with lack of expertise <b>(1)</b> will lead to media issues/negative articles <b>(1)</b></li> <li>• Media bias <b>(1)</b> and lack of control over how, when, where news is shared, repeated (viral) <b>(1)</b></li> <li>• Audience access to media and technology <b>(1)</b> is difficult to monitor on a global scale <b>(1)</b></li> <li>• Poor availability of resources <b>(1)</b> to manage audience feedback (social media) <b>(1)</b>.</li> </ul> <p>Accept other reasonable responses.</p>	<b>(6)</b>

Question Number	Answer	Mark
<b>8(b)</b>	<p>Award <b>1</b> mark for identification of a method and an additional mark for a linked expansion point, up to a maximum of <b>4</b> marks.</p> <ul style="list-style-type: none"> <li>• Analyse the volume/the number of articles published about the organisation <b>(1)</b> which will help determine the level of media interest/uptake <b>(1)</b></li> <li>• Where and when published and duration (online) <b>(1)</b> which will help determine the reach/views of the coverage <b>(1)</b></li> <li>• Tone of media coverage (positive, neutral, negative) <b>(1)</b> because this will help analyse the campaign visibility <b>(1)</b></li> <li>• Prominence of coverage in a large or small article <b>(1)</b> as this will determine the extent of coverage relating to the organisation within the article/small mention in a larger article <b>(1)</b></li> <li>• Spokesperson quotations included in an accurate way <b>(1)</b> as this will show if the media reported accurately or included key news release quote(s) <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>8(c)</b>	<p>Award <b>1</b> mark for identification and an additional mark for a linked expansion point, up to a maximum of <b>4</b> marks.</p> <ul style="list-style-type: none"> <li>• Measure website traffic before, during and after PR campaign <b>(1)</b> because this will show the change in the number of visitors using the site pre- and post-campaign <b>(1)</b></li> <li>• Length of time visitors spend on the website and its respective web pages <b>(1)</b> because this will identify what sections of the website are used the most/least <b>(1)</b></li> <li>• Entry point to the website by visitors <b>(1)</b> because this will show where (search engine site) and how (keywords) they search for CMClothes60 <b>(1)</b></li> <li>• Path taken through the website and clicks on links <b>(1)</b> because this will analyse the popular web pages visited after the main home page/website <b>(1)</b></li> <li>• Audience reaction to content and any comments on the site (positive, negative, neutral) <b>(1)</b> because this will show the sentiment and reaction to the crisis <b>(1)</b></li> <li>• Results from online surveys <b>(1)</b> because these will gather opinions from the CMClothes60 website and help manage/observe required changes <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>8(d)</b>	<p>Award <b>1</b> mark for each message, up to a maximum of <b>4</b> marks.</p> <ul style="list-style-type: none"> <li>• The factory is now shut because CMClothes60 is cooperating with police <b>(1)</b></li> <li>• Any use of children as workers is wrong and that this occurred without the knowledge or consent of CMClothes60 <b>(1)</b></li> <li>• There are false and misleading reports from Ban CMClothes60 and there is no evidence to support its claims <b>(1)</b></li> <li>• That the actions of Against CMClothes60 are wholly condemned and the police will be notified if anyone is found to have stolen goods <b>(1)</b></li> </ul> <p>Accept other reasonable responses.</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>8(e)</b>	<p>Indicative content</p> <ul style="list-style-type: none"> <li>• Create a strong social media presence</li> <li>• Recruit more in-house PR staff</li> <li>• Recruit an external PR agency that specialises in crisis management</li> <li>• Hold back on the children's clothing launch/wait until police investigation is complete</li> <li>• Get quotes from the police to clarify the matter</li> <li>• Do not use untrained spokespeople regardless of time pressures</li> <li>• Persuade/negotiate with senior managers that social media sites are essential ways to get accurate information out to the public</li> <li>• Respond to false Ban CMClothes60 claims on the website/on newly set up social media</li> <li>• Request an interview with Ban CMClothes60 for TV/webcast</li> <li>• To improve staff recruitment/factory operations</li> </ul> <p>Accept other reasonable responses.</p>	<b>(9)</b>

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3 marks	<ul style="list-style-type: none"> <li>• Demonstrates limited understanding of the data, there may be major gaps or omissions in the answer.</li> <li>• Analysis likely to consist of description of information with little or no interpretation.</li> <li>• Response lacks clarity and there is little attempt at drawing conclusions or making connections between the context and the data.</li> </ul>
Level 2	4-6 marks	<ul style="list-style-type: none"> <li>• Demonstrates some understanding of the data with a few omissions in the answer.</li> <li>• Some interpretation and selection of key points of data approaching an analysis.</li> <li>• Response is mostly clear, and there is an attempt to draw conclusions and make connections between the context and the data.</li> </ul>
Level 3	7-9 marks	<ul style="list-style-type: none"> <li>• Demonstrates understanding of the data with few gaps or omissions.</li> <li>• Interpretation and selection of key points of data leads to an analysis.</li> <li>• Response has clarity and draws reasoned/justified conclusions and connections between the context and the data.</li> </ul>