

Commentary on candidate evidence

Candidate A

Purpose: to investigate the marketing mix within Cadburys

The candidate was awarded **1 out of 10 marks** for the excerpt.

Paragraph 1

The candidate makes a justified recommendation (**1 mark**).

- Use social media more (REC) ... opportunity for customers to engage (JUSTIFICATION)
- Note that there is a maximum of one mark throughout the Conclusions and Recommendations section for 'continuing to do ...' or 'doing more of ...'.

Paragraph 2

The candidate uses 'continue' for a second time (**0 marks**).

- the candidate recommends Cadburys 'should identify more celebrities'. This is not mark-worthy as there is a maximum of one mark throughout the Conclusions and Recommendations section (which was awarded in paragraph 1) for 'doing more' of something.
- In order to make a valid point the candidate should have been specific about what characteristics a celebrity would have, in order to make the product relevant to other audiences.

Paragraph 3

The candidate uses 'continue' for a third time **(0 marks)**.

- The candidate recommends 'keep producing the lower sugar options'. This is not mark-worthy as there is a maximum of one mark throughout the Conclusions and Recommendations section (which was awarded in paragraph 1) for 'continuing' with an action.
- The candidate recommends advertising more. This is not mark-worthy as it is a repeat of making people aware of the product in paragraph one, and it is not justified.

Candidate B

Topic: The effectiveness of Rolls Royce's approach to motivation.

The candidate was awarded **3 out of 10 marks** for this excerpt.

Paragraph 1

The candidate has not justified the conclusion within the section (**0 marks**).

Paragraph 2

The candidate makes a justified recommendation (**1 mark**).

- provide courses to girls in schools (REC) ... has 18% female representation/ will increase number of girls interested in the industry (JUSTIFICATION)

Paragraph 3

The candidate makes a justified recommendation (**1 mark**).

- improve recognition (REC) ... motivate lower management to maintain service levels (JUSTIFICATION)
- The original analysis showed that Rolls Royce were not currently doing professional reviews, rather that there were informal check-ins with staff. Therefore, despite the candidate using the word 'more', the recommendation is actually about introducing a new idea of conducting in-depth, formal reviews (rather than doing a greater number of reviews).

Paragraph 4

The candidate introduces new information which has not previously been discussed in the Analysis section **(0 marks)**.

Paragraph 5

The candidate makes a justified recommendation **(1 mark)**.

- invest more in digital security (REC) ... so employees are motivated to join sensitive projects (JUSTIFICATION)
- Note that there is a maximum of one mark throughout the Conclusions and Recommendations section for 'continuing to do ...' or 'doing more of ...'.

Paragraph 6

- The candidate uses 'continue' for a second time **(0 marks)**.
- The candidate recommends that Rolls Royce 'continues to do risk assessments'. This is not mark-worthy as there is a maximum of one mark throughout the Conclusions and Recommendations section (which was awarded in paragraph 5) for 'continuing' with an action