

Commentary on candidate evidence

Candidate 1

Purpose: to explore and research The Sandman Signature's extended marketing mix

The candidate was awarded **12 out of 13 marks** for this excerpt.

Paragraph 1

The candidate gives a source and a finding, leading to three analytical points (**3 marks**).

- keener to join RSVP rewards links with customer loyalty
- longer stays links with earning more points
- customers from all over the world links back to the global loyalty program in the finding

Paragraph 2

The candidate gives a source and a finding. However then goes on to make justified recommendation which cannot be awarded marks in this section (**0 marks**).

- 'should install' is a recommendation
- the final sentence of the paragraph is an impact of the recommendation

Paragraph 3

The candidate gives a source and 2 findings, leading to two analytical points (**2 marks**).

Paragraph 4

The candidate gives a source and a finding, leading to two analytical points **(2 marks)**.

Paragraph 5

The candidate gives a source and a finding, leading to one analytical point **(1 mark)**.

- the finding is given as a percentage which is then repeated in words

Paragraph 6

The candidate gives a source and a finding, leading to one analytical point **(1 mark)**.

- the finding is given as a percentage which is then repeated in words
- the final point about leaving the business with a good reputation is not sufficient to gain a mark as it does indicate how people would find out about the reputation, as guests would have to tell others about their stay in order for the hotel to gain a good reputation.

Paragraph 7

The candidate gives a source and a list of findings, leading to one analytical point **(1 mark)**.

- the 'qualities' refers to the five criteria listed in the findings

Paragraph 8

The candidate gives a source and a finding, leading to one analytical point **(1 mark)**.

- the finding is given as a percentage which is then repeated in words

Paragraph 9

The candidate gives a source and a finding, leading to one analytical point (**1 mark**).

- the point about amenities being irrelevant is insufficient and too vague to be mark-worthy