

Commentary on candidate evidence

Candidate 1

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

The candidate was awarded **2 out of 4 marks** for this excerpt.

Visit to Sandman Signature

Value 1 has no explained value **(0 marks)**.

Value 2 has no explained value **(0 marks)**.

Tripadvisor

Value 1 gives an explained value **(1 mark)**.

- up to date (VALUE) ... last updated 2 days ago (EXP)

Value 2 gives an explained value **(1 mark)**.

- unreliable (VALUE) ... some customers may be untruthful (EXP)