

Commentary on candidate evidence

Candidate A – marked as 2025

The commentary below has been marked using the Marking Instructions that were valid in 2025.

Title – customer service of Subway

The candidate was awarded **6 out of 6 marks** for this section as follows:

Paragraph 1

- 'I have used the Subway website, which is desk research, to find out information about the frequently asked questions of Subway.' **(1 mark – first Purpose)**
- 'I know that this information is up to date (VALUE) because the website was updated in the past month' (EXPLANATION) **(1 mark – Explained value)**
- 'This is a reliable source because the website can only be edited by Subway (VALUE) therefore customers or the public cannot put misinformation on the website.' (EXPLANATION) **(1 mark – Explained value)**

Paragraph 2

- 'I used Trustpilot to find reviews on customer service,' **(1 mark – second Purpose)**
- 'I used this method because I get to see other people's customer service experience.' **(repeat of Purpose)**
- 'This was valuable as it is easy to access' **(1 mark – List)**
- 'and doesn't cost any money.' **(max marks – there is only one mark available for List)**
- 'Although, this may not be the most reliable (VALUE) source as people could be biased' (EXPLANATION) **(1 mark – Explained value)**

- ‘and not tell the truth’ (EXPLANATION) **(full marks – this would have been a Development mark)**

Paragraph 3

- ‘I am going to use a field visit for my research and go into the Subway store on the main street in Uddingston and find out how they treat their customers and how good their customer service is.’ **(full marks – this would have been the third Purpose mark)**
- ‘This is a reliable source (VALUE) because I get to experience the customer service first hand (EXPLANATION) **(full marks – this would have been an Explained value mark)**
- and without any bias.’ (EXPLANATION) **(full marks – this would have been a Development mark)**

Candidate A – marked as 2026 onwards

The commentary below is a replica of Candidate A above but has been marked using the Marking Instructions that will be valid from 2026 onwards.

Title – customer service of Subway

The candidate was awarded **6 out of 6 marks** for this section as follows:

Paragraph 1

- ‘I have used the Subway website, which is desk research, to find out information about the frequently asked questions of Subway.’ **(1 mark – first Purpose)**
- ‘I know that this information is up to date (VALUE) because the website was updated in the past month’ (EXPLANATION) **(1 mark – Explained value)**
- ‘This is a reliable source because the website can only be edited by Subway (VALUE) therefore customers or the public cannot put misinformation on the website.’ (EXPLANATION) **(1 mark – Explained value)**

Paragraph 2

- 'I used Trustpilot to find reviews on customer service,' **(1 mark – second Purpose)**
- 'I used this method because I get to see other people's customer service experience.' **(repeat of Purpose)**
- 'This was valuable as it is easy to access (VALUE)' **(0 marks – the value is not explained)**
- 'and doesn't cost any money (VALUE).' **(0 marks – the value is not explained)**
- 'Although, this may not be the most reliable (VALUE) source as people could be biased' (EXPLANATION) **(1 mark – Explained value)**
- 'and not tell the truth' (EXPLANATION) **(1 development mark)**

Paragraph 3

- 'I am going to use a field visit for my research and go into the Subway store on the main street in Uddingston and find out how they treat their customers and how good their customer service is.' **(full marks – this would have been the third Purpose mark)**
- 'This is a reliable source (VALUE) because I get to experience the customer service first hand (EXPLANATION) **(full marks – this would have been an Explained value mark)**
- and without any bias.' (EXPLANATION) **(full marks – this would have been a Development mark)**

Candidate B – marked as 2025

The commentary below has been marked using the Marking Instructions that were valid in 2025.

Title – how well K.I.T. Décor deals with external influences

The candidate was awarded **5 out of 6 marks** for this section as follows:

Paragraph 1

- 'My first research method I used was primary information. I conducted an interview with the owner of the business to find out about some of the external factors that might affect the business.' **(1 mark – first Purpose)**
- 'I used this method due to the fact that it can be trusted (VALUE) as the information comes from the owner.' (EXPLANATION) **(1 mark – Explained value)**
- 'This is primary information as I got it first hand. A benefit of this information as it is that it is up to date.' **(1 mark – List)**
- 'However, a disadvantage of this information is that it may contain bias.' **(max marks – there is only one mark available for List)**

Paragraph 2

- 'The second research source I used was online research. I looked up K.I.T. Decor's facebook page (see Appendix 2) to find out some background information on the business.' **(1 mark – second Purpose)**
- 'I used the company's facebook page because it is reliable (VALUE) as a facebook page is run by the owner.' (EXPLANATION) **(1 mark – Explained value)**
- 'This is secondary information. As anyone can access the information at any time.' **(0 marks – for a description of type of information)**
- 'A disadvantage of this information is that it may contain bias.' **(0 marks – repeat and max of List)**
- 'However, a benefit of this information is that it is quick and easy to collect.' (VALUE) **(max of List. Note that 'easy' has been qualified with 'to collect'. 'Quick' has not been qualified so there no explained value.)**

Candidate B – marked as 2026 onwards

The commentary below is a replica of Candidate B above but has been marked using the Marking Instructions that will be valid from 2026 onwards.

Title – how well K.I.T. Décor deals with external influences

The candidate was awarded **4 out of 6 marks** for this section as follows:

Paragraph 1

- 'My first research method I used was primary information. I conducted an interview with the owner of the business to find out about some of the external factors that might affect the business.' **(1 mark – first Purpose)**
- 'I used this method due to the fact that it can be trusted (VALUE) as the information comes from the owner.' (EXPLANATION) **(1 mark – Explained value)**
- 'This is primary information as I got it first hand. A benefit of this information as it is that it is up to date (VALUE).' **(0 marks – the value is not explained)**
- 'However, a disadvantage of this information is that it may contain bias (VALUE).' **(0 marks - the value is not explained)**

Paragraph 2

- 'The second research source I used was online research. I looked up K.I.T. Décor's facebook page (see Appendix 2) to find out some background information on the business.' **(1 mark – second Purpose)**
- 'I used the company's facebook page because it is reliable (VALUE) as a facebook page is run by the owner.' (EXPLANATION) **(1 mark – Explained value)**
- 'This is secondary information. As anyone can access the information at any time.' **(0 marks – for a description of type of information)**

- 'A disadvantage of this information is that it may contain bias (VALUE).' **(0 marks – the value is not explained)**
- 'However, a benefit of this information is that it is quick and easy to collect.'
(VALUE) **(0 marks – the value is not explained)**

Candidate C – marked as 2025

The commentary below has been marked using the Marking Instructions that were valid in 2025.

Title – marketing mix of Studio Four

The candidate was awarded **6 out of 6** marks for this section as follows:

Paragraph 1

- 'For my field research I chose a survey.' **(0 marks – what was the survey for?)**
- 'This gave me reliable (VALUE) **(repeat of List as 'reliable' is subsequently used in an Explained value in paragraph 2)**
- 'information about studio four' **(0 marks – what information?)**
- 'from other people's point of view' (VALUE) **(1 mark – List)**
- 'It allowed me to gather information' **(0 marks – what information?)**
- 'that was specific (VALUE) to my assignment,' **(max marks – there is only one mark available for List)**
- 'i was able to target people (VALUE) in the local area that have been to studio four.' **(max marks – there is only one mark available for List)**

Paragraph 2

- 'I also used the studio four website because it has information on the service and pricing,' **(1 mark – first Purpose)**
- 'the information may not be reliable (VALUE) because it doesn't have a date the website was last updated.' **(EXPLAINED) (1 mark – Explained value)**

Paragraph 3

- 'I also used the studio four social media pages such as instagram and facebook. This helped me find out who the owners were and when the business started.' **(1 mark – second Purpose)**
- 'This was reliable (VALUE) as it has dates on when the page was last uploaded.' **(EXPLAINED) (1 mark – Explained value)**

Paragraph 4

- 'the last research source i used was google maps it allows me to see the location of studio four and the locations of their competitors,' **(1 mark – third Purpose)**
- 'it is reliable (VALUE) as it is updated every one to three years.' **(EXPLAINED) (full marks – this would have been an Explained value mark)**

Candidate C – marked as 2026 onwards

The commentary below is a replica of Candidate C above but has been marked using the Marking Instructions that will be valid from 2026 onwards.

Title – marketing mix of Studio Four

The candidate was awarded **6 out of 6** marks for this section as follows:

Paragraph 1

- 'For my field research I chose a survey.' **(0 marks – what was the survey for?)**
- 'This gave me reliable (VALUE) **(0 marks - the value is not explained)**
- 'information about studio four' **(0 marks – what information?)**
- 'from other people's point of view' (VALUE) **(0 marks - the value is not explained)**
- 'It allowed me to gather information' **(0 marks – what information?)**

- 'that was specific (VALUE) to my assignment,' **(0 marks - the value is not explained)**
- 'i was able to target people (VALUE) in the local area that have been to studio four.' **(0 marks - the value is not explained)**

Paragraph 2

- 'I also used the studio four website because it has information on the service and pricing,' **(1 mark – first Purpose)**
- 'the information may not be reliable (VALUE) because it doesn't have a date the website was last updated.' **(EXPLAINED) (1 mark – Explained value)**

Paragraph 3

- 'I also used the studio four social media pages such as instagram and facebook. This helped me find out who the owners were and when the business started.' **(1 mark – second Purpose)**
- 'This was reliable (VALUE) as it has dates on when the page was last uploaded.' **(EXPLAINED) (1 mark – Explained value)**

Paragraph 4

- 'the last research source i used was google maps it allows me to see the location of studio four and the locations of their competitors,' **(1 mark – third Purpose)**
'it is reliable (VALUE) as it is updated every one to three years.' **(EXPLAINED) (1 mark – Explained value)**