

Collating and Reporting

These are extracts from candidate scripts. Note that in reality, marks for graphics are shown by the marker on the flyleaf, rather than the script itself.

Candidate A

Title - the success of Lavemill larder's existing marketing measures in creating customer awareness

.Headings

BACKGROUND INFORMATION

RESEARCH SOURCES AND METHODS

FINDINGS, ANALYSIS AND INTERPRETATION

CONCLUSIONS AND RECOMMENDATIONS

1H

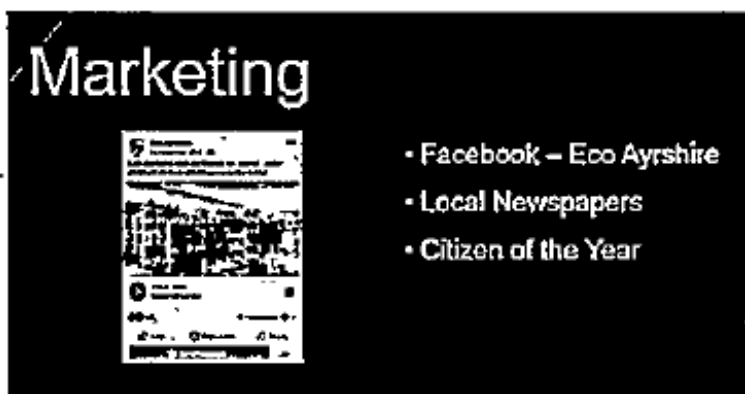
Graphics

Appendix 1 -

Have you heard of the business Lavemill Larder No Yes



Appendix 6 - Power point slide from visiting speaker



1G

2/2

Candidate B

Title - marketing mix of Danny's takeaway

Headings

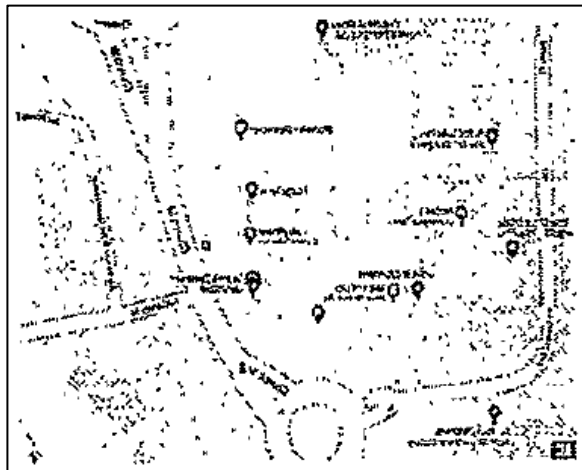
Introduction

Research Methods and Sources

Findings Analysis and Interpretation

Conclusions & Recommendations

Graphics



1G

1/2

Candidate C

Title - the external factors of PepsiCo and its competitors

Headings

Introduction and background information

Sources and research methods

Analysis and recommendations

Conclusion and recommendations

Graphics



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