

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

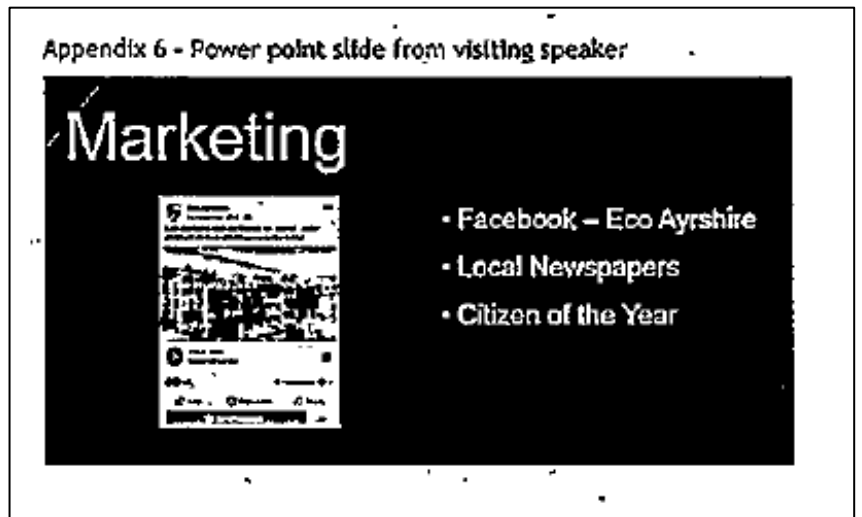
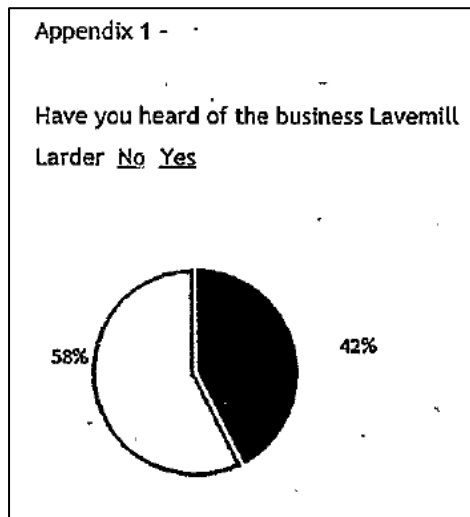
BACKGROUND INFORMATION

RESEARCH SOURCES AND METHODS

FINDINGS, ANALYSIS AND INTERPRETATION

CONCLUSIONS AND RECOMMENDATIONS

Graphics



Candidate B

Title - marketing mix of Danny's takeaway

Headings

Introduction

Research Methods and Sources

Findings Analysis and Interpretation

Conclusions & Recommendations

Graphics



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

