

Candidate A evidence – marked as 2025

The Research Methods and Sources section below has been marked using the marking instructions that were valid in 2025.

RESEARCH METHODS AND SOURCES

Para 1

I have used the Subway website, which is desk research, to find out information about the frequently asked questions of Subway. I know that this information is up to date because the website was updated in the past month. This is a reliable source because the website can only be edited by Subway therefore customers or the public cannot put misinformation on the website.

1P

1EV

1EV

Para 2

I used Trustpilot to find reviews on customer service. I used this method because I get to see other people's customer service experience. This was valuable as it is easy to access and doesn't cost any money. Although, this may not be the most reliable source as people could be biased and not tell the truth.

1P

Rep-P

1L, Max-L

1EV, FM-Dev

Para 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. This is a reliable source because I get to experience the customer service first hand and without any bias.

FM-P

FM-EV, FM-Dev

6/6

Candidate A evidence – marked using marking instructions valid from 2026 onwards

The Research Methods and Sources section below is the same excerpt as above but it has been marked using the marking instructions that will be valid from 2026 onwards. Some of the annotations have changed, although the final mark remains the same. Only the first 6 marks have been given annotations. See the commentary for any additional marks that could have been awarded.

RESEARCH METHODS AND SOURCES

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I have used the Subway website, which is desk research, to find out information about the frequently asked questions of Subway. I know that this information is up to date because the website was updated in the past month. This is a reliable source because the website can only be edited by Subway therefore customers or the public cannot put misinformation on the website.

1P

1EV

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1P

Rep-P

1EV, 1Dev

Para 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. This is a reliable source because I get to experience the customer service first hand and without any bias.

6/6

Candidate B evidence – marked as 2025

The Research Methods and Sources section below has been marked using the marking instructions that were valid in 2025.

Research Methods & Sources

Para 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] [I used this method due to the fact that it can be trusted as the information comes from the owner.] This is primary information as I got the information first hand. A benefit of this information is that [it is up to date.] However, a disadvantage of this information is that [it may contain bias.]

1P

1EV

1L

Max-L

Para 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] [I used the company's facebook page because it is reliable as the facebook page is run by the owner.] This is secondary information as anyone can access the information at any time. [A disadvantage of this information is that it may contain bias] However, [a benefit of this information is that it is quick and easy to collect.]

1P

1EV

Rep/Max-L,
Max-L

5/6

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Research Methods & Sources

Para 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] [I used this method due to the fact that it can be trusted as the information comes from the owner.] This is primary information as I got the information first hand. A benefit of this information is that it is up to date. However, a disadvantage of this information is that it may contain bias.

1P

1EV

Para 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] [I used the company's facebook page because it is reliable as the facebook page is run by the owner.] This is secondary information as anyone can access the information at any time. A disadvantage of this information is that it may contain bias. However, a benefit of this information is that it is quick and easy to collect.

1P

1EV

4/6

Candidate C evidence – marked as 2025

The Research Methods and Sources section below has been marked using the marking instructions that were valid in 2025.

Research methods and sources

Para 1

For my field research I chose a survey. This gave me [reliable information] about studio four [from other people's point of view]. It allowed me to gather information that was [specific] to my assignment. [I was able to target people] in the local area that have been to studio four.

Rep-L

1L

Max-L, Max-L

Para 2

I also used [the studio four website because it has information on the service and pricing]. [the information] [may not be reliable because it doesn't have a date the website was last updated].

1P

1EV

Para 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. [This was reliable as it has dates on when the page was last uploaded].

1P

1EV

Para 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]. [it is reliable as it is updated every one to three years]

1P

1EV

6/6

Candidate C evidence – marked using marking instructions valid from 2026 onwards

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Research methods and sources

Para 1

For my field research I chose a survey. This gave me reliable information about studio four from other people's point of view. It allowed me to gather information that was specific to my assignment, i was able to target people in the local area that have been to studio four.

Para 2

I also used [the studio four website because it has information on the service and pricing] the information [may not be reliable because it doesn't have a date the website was last updated.]

1P
1EV

Para 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.] [This was reliable as it has dates on when the page was last uploaded.]

1P
1EV

Para 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] [it is reliable as it is updated every one to three years]

1P
1EV

6/6