

Commentary on candidate evidence

Candidate A

Title – marketing mix of Farmfoods

- This candidate has used the Farmfoods website, the Trustpilot website and Survey Monkey.
- The candidate has provided a screenshot of the website. It is good practice to also provide the URL.
- The URL for Farmfoods (Appendix 1) is the generic landing page and therefore does not link to any specific findings used in the Findings, Analysis and Interpretation section of the report.
- The URL for Survey Monkey (Appendix 2) is specific. However, the images of the graphs are so small that it is not possible to read the data that is shown.
- The URL for Trustpilot (Appendices 3 and 4) relates to Farmfoods reviews. However, the two reviews that have been extracted do not relate to any findings in the Findings, Analysis and Interpretation section of the report.

Candidate B

Title – customer service of Nike

- The candidate has used what one assumes (as no URL is given) is the Nike website for Appendices 1, 2 and 5.
- The candidate has used Trustpilot for Appendices 3 and 4 (no URL is given).
- The candidate has provided a screenshot of the website. It is good practice to also provide the URL.
- The Course Specification gives a limit of two pages for appendices. By using so many large images, the candidate has used three pages.

- The first image from the Nike website (Appendix 1) relates to the 'Get Help' page, the second image (Appendix 2) relates to the 'Contact Us' page, and it is unclear to what the final Nike image (Appendix 5) refers.
- The Trustpilot snips refer to poor customer service and are used in the Findings, Analysis and Interpretation section of the report.
- The candidate does not give details of their visit to the Nike store in the Appendices (eg address of store, date and time visited).

Candidate C

Title – marketing mix of Studio Four

- The candidate has numbered the sources, given each an indication of what the source contains and a specific URL.
- The candidate could have used two different snips from the web pages listed to gain one of the collating and reporting marks.