

Commentary on candidate evidence

Candidate A

Title – marketing mix of Farmfoods

The candidate was awarded **2 out of 2 marks** because:

- correct headings (**1 mark – the heading ‘Questionnaire was a sub-heading in the Research Methods and Sources section)**
- at least two graphics (**1 mark)**

Candidate B

Title – customer service of Nike

The candidate was awarded **1 out of 2 marks** because:

- incorrect headings (**0 marks – the word ‘recommendations’ is missing)**
- at least two graphics (**1 mark)**

Candidate C

Title – marketing mix of Studio Four

The candidate was awarded **1 out of 2 marks** because:

- correct headings (**1 mark)**
- no graphics (**0 marks)**