



EXAMINER'S REPORT

AUGUST 2002

STAGE 1 PROJECT

Content Issues

As in previous years, the August 2002 project had four identifiable requirements, but also as in previous years, students chose to ignore what may have seemed 'unpalatable requirements'.

Parts 1 and 2 of the projects were generally effectively dealt with, where students were required to choose a company and note its background and core activities. But as in the May 2002 project there was a considerable overindulgence in these requirements. The examiner would ask future candidates to consider the wisdom of dedicating ninety percent of their word count to a requirement that can, at maximum, only yield twenty percent of the total marks!

The third project requirement (not option) asked students to pay particular attention to the marketing activities of the company which they had chosen and describe in detail the key present or planned responses to the changing environmental conditions. The examiner noted a preponderance of discussions dealing exclusively with promotional alterations to the exclusion of other available areas of the marketing mix.

Requirement four, which requested students to establish recommendations which could be made to other companies within the same core business, remained wholly ignored or, at best, presented as afterthoughts. The wisdom of not responding to a requirement valued at 40% is questionable to say the least.

Technical Issues

Presentation and packaging skills make a difference, especially at the margins. Be professional; present your work in a manner appropriate to the Marketing profession. As was the case in the May 2002 project, there existed an appalling carelessness in the presentation of projects. This examiner restates the intention to view this extremely negatively.