



EXAMINER'S REPORT

AUGUST 2003

STAGE 1 PROJECT

CONTENT & TECHNICAL ISSUES

Content Issues

The August 2003 project had four identifiable requirements, but as in previous years, students chose to ignore integral elements.

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. As in previous years there was a considerable overindulgence in these requirements. 15% of the total marks does NOT warrant 90% of the project total word count.

The third project requirement, which was not optional, required students to pay particular attention to the marketing activities of the company which they had chosen and describe these in detail. This component was valued at 35% and only attempted by one quarter of the candidates.

Requirement four, which requested students to establish recommendations which could be made to other companies within the same core business, remained almost completely ignored. The wisdom of not responding to a requirement valued at 35% is questionable to say the least.

Technical Issues

As was the case in the May 2003 project, there existed an appalling carelessness in the presentation of projects. This examiner restates the intention to view such carelessness extremely negatively. A final word to candidates is that a word count **MUST** be included as part of their 'Contents Page'.