



EXAMINER'S REPORT

MAY 2000

STAGE 4 PROJECT

In general, most students made a good effort at the task in hand, with a number of excellent projects not only dealing comprehensively with the literature in the field of network perspective and interaction paradigm, but also providing first rate examples of such concepts in action.

The best projects illustrated a clear understanding of the issues involved in the assignment by creatively examining the literature and applying the findings of this literature overview to the focal company, and drawing comparisons between the literature and the experience of the company. It should be noted that those projects that scored most highly were generally based within industrial contexts with which the respondents had first-hand experience or a close contact.

A disappointingly high number of students completely failed to understand the task involved in the project. The project asked students to draw upon the literature within the 'markets as networks' paradigm, **not** from the general relationship marketing literature. Similarly, the projects should have focused on the relationship between one or more companies, not between a company and its general consumers. In general, the examiner was indulgent towards those students who misunderstood the assignment if the piece of work was of high quality in its own right. However, a number of projects failed as they both misunderstood the nature of the task and were of low quality in their own right.

There is a growing trend for students to engage in plagiarism. A number of projects quite clearly copied text, without credit, word for word from other sources. It must be noted that this is an unacceptable practice – students must acknowledge and reference all sources of information, and should make an effort to translate this material into their own words, critically integrating it into the body of the report.