



EXAMINER'S REPORT

MAY 2005

STAGE 4 PROJECT

This topic was chosen because it allowed the candidates to show that they were capable of reading and assessing the importance of marketing within the context of enterprise development in Ireland.

It should be noted at the outset that not every candidate actually went to the effort of reading the Enterprise Strategy Group report, an action which would have in some cases greatly assisted in developing a comprehensive paper.

The grades this time covered a spectrum from 20 to 80, with only 3 failing to reach the 40% pass mark, with 35 students (approximately one third) attaining a grade of 70% or more.

3% failed

7% obtained grades in the 40s

36% obtained grades in the 50s

22% obtained grades in the 60s

29% obtained grades in the 70s

4% obtained grades in the 80s

Those scoring poorly

- Spelling and grammar errors at this level of study are simply unacceptable.
- In several cases, a lack of any effort whatsoever to participate in some form of primary research. Engaging in primary research has the dual payback of getting the candidate engaged in the research effort and provides a foundation on which the examiner can better judge the enthusiasm of the candidate. Projects must have primary research. This has been an issue in several recent examination reports.
- Inability or unwillingness to display knowledge gleaned from previous study.
- Candidates were at times unsure of just what their objective(s) was/were, and this resulted in a garbled first few pages, making it extremely difficult for the examiner to identify just where the piece was going.

Those scoring well

- Professional layout, well planned and logical. Ideas are developed and conclusions drawn.
- Going beyond mere description, and into analysis.

General Comments

- Perhaps picking a “well-known” enterprise is a mistake, in that there is often too much information available, often from the web site, a tendency then to access the web site and “download” vast tracts of “information”.
- Where a marketing plan is presented, it must be clear that it is the creation of the candidate, and not simply a presentation of the “company” plan.
- Candidates must state whether or not they are employed by the company that they are researching. Further, thought should be put into taking one’s own enterprise as the subject matter. (Perhaps it is unsuitable!).
- Candidates must provide a comprehensive list of references used.
- Candidates must start by clearly stating the objective which they expect to achieve in writing their paper.