



EXAMINER'S REPORT

AUGUST 2007

STAGE 4 PROJECT

General Comments

Those achieving good grades made use of models encountered during their studies, and importantly used such models in a logical and relevant manner, this was in some cases undertaken superbly. The examiner was pleased with the approach of most candidates.

Candidates avoided giving too much descriptive material and instead concentrated upon assessing and evaluation of the material found in their research.

At this level of study, it is a requirement that students access and review academic journal articles, or at an absolute minimum, quality business newspapers and magazines, candidates for August 2007 adhered well to this requirement.

The higher grade will always be achieved by the candidate who displays an all-round professionalism, and attention to detail, coupled with a serious attempt to undertake primary research in conjunction with relevant secondary research, this is, after all Stage 4 of studies and students are about to graduate.

A few points are worth noting: it is best to have size 12 font, 1.5 spacing, with any graphics clearly and properly labelled and referenced. Having a soft copy allows the examiner to search for any situations of plagiarism, this was not in evidence at all on this occasion, but it is an area which needs special care, especially in the context of providing an over-view of the industry for example. The examiner believes that it is a good idea for every candidate to have someone, other than the author, read the document prior to handing it in. Doing this will assist in proof reading, as well as giving an indication as to whether the document is well structured and makes sense.