



## EXAMINER'S REPORT

MAY 2007

### STAGE 4 PROJECT

#### **General Comments**

The standard was, in general very good this year with some candidates producing outstanding work, manifesting itself in several grades of 100% being awarded. However some candidates still persist in offering "lectures" on the topic (in this instance on branding), and failing to appreciate the core task, that of application of knowledge and learning.

In some cases, the examiner was presented with a full transcript of the proceedings from some primary research, with almost no effort to evaluate the material. It must also be noted that the examiner suggests that in cases where candidates wish to present a report of the primary research undertaken, the better method is to synthesise the more salient aspects of the work, place these in the body of the paper, and if necessary present the "extended" version as an appendix.

Candidates need to avoid presenting a listing of competitors, with a short piece on what each is doing. It is better to attempt to synthesise this material into something which illustrates to the reader that the author really is "on top" of the material, and is capable of a true evaluation of what is occurring in the chosen marketplace.

This examiner requires candidates to submit the project in soft copy (as well as hard copy) format. Candidates should avoid offering each chapter/section of the project in a different file, the examiner would appreciate if all was contained in one file.

Given that this is a Stage 4 project, the examiner is seeking clear evidence that the candidate is approaching this work in a professional manner. The capacity to offer an evaluation of the material uncovered in the course of research is a core requirement to qualify for the higher echelons of grades.