

CONSUMER BEHAVIOUR (MARK1008)
Assignment – Sample feedback sheet & marking criteria

Consumer Behaviour MARK1008 (SP5, 19)
Feedback: Assignment

Marksheet for Jon Snow
Student ID - 1000001

Jon,

Very good job! Great piece of work! Specific comments regarding your work are provided below.

Comments

More detailed comments are provided throughout your assignment. If you have any questions about your grade or feedback, please email me.

Regards, Monica

| Questions | Low | | | | High |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------|------------------------------------------------|---------------------------------------------|------------------------------------------------------------|
| | No Executive Summary included | ES included but findings/ implications not clearly stated | Adequate major findings/ implications included | Some major findings/ implications missing | All major findings/ implications included |
| Clear and concise executive summary, adequately outlining the major findings of the research and the implications for Whiskas | | | | | X |
| | No discussion provided | Very brief or poor discussion provided | Adequate points identified | Some major points missing | All major points identified |
| Q1: Adequate discussion of the typical buying behaviour in FMCG markets. | | | | | X |
| Q2: Adequate discussion of the differences or patterns identified between the competing brands, from Table 1. | | | | | X |
| Q3: Discussion about the recommendation to focus on doubling average purchase frequency as the brand growth strategy. Explanation as to why this is a good or bad strategy. | | | | | X |
| Q4: Discussion of the extent that the type of customer base of Whiskas differs from the customer bases of the other brands of cat food. | | | | | X |
| Q5: Discussion about the implications for Whiskas' marketing strategy based on the results of the customer profile differences. | | | | | X |
| | Very poor writing, clarity & structure | Many errors in writing, clarity & structure | Adequate writing, clarity & structure | Some errors in writing, clarity & structure | Very well written, clear expression & structure |
| Quality of the written work, clarity of expression and clear report structure | | | | | X |
| | No references used | Very few references used | Half required references used | Majority of required references used | Required references used/ Good range |
| Comprehensive range of references used in the report | | | | | X |
| | No referencing/ No reference list provided | Inappropriate use of referencing & reference list | Adequate references & reference list provided | Some major references missing | Appropriate & complete use of referencing & reference list |
| Referencing where appropriate and proper use of reference list | | | | | X |

Your grade is

HD

MARKING CRITERIA

| Question/ Criteria | Weight |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Clear and concise executive summary, adequately outlining the major findings of the research and the implications for Whiskas | 10% |
| Q1: Adequate discussion of the typical buying behaviour in FMCG markets. | 12.5% |
| Q2: Adequate discussion of the differences or patterns identified between the competing brands, from Table 1. | 15% |
| Q3: Discussion about the recommendation to focus on doubling average purchase frequency as the brand growth strategy. Explanation as to why this is a good or bad strategy. | 15% |
| Q4: Discussion of the extent that the type of customer base of Whiskas differs from the customer bases of the other brands of cat food. | 15% |
| Q5: Discussion about the implications for Whiskas' marketing strategy based on the results of the customer profile differences. | 15% |
| Quality of the written work, clarity of expression and clear report structure | 5% |
| Comprehensive range of references used in the report | 7.5% |
| Referencing where appropriate and proper use of reference list | 5% |