



## **EXAMINER'S REPORT**

**MAY 2011**

### **STAGE 4 PROJECT**

## **Examiners Report**

### **Innovation- the route to survival in a changed marketplace**

The spread of grades ran from 55% to 85%.

Higher echelon of scores attracted by those projects offering evidence of primary research having been undertaken, coupled with a detailed and relevant evaluation of the subsequent results of such research.

The relevant use of models from other modules on the programme also assisted in gaining the positive attention of the examiner. In general it is always a good idea to keep to the brief, and projects showing that the authors were aware of the subject matter were rewarded well.

Those projects scoring lower grades did so because there was not sufficient analysis, evaluation of material presented. It was also the case that some extensive proof-reading was required in several cases. The examiner advises all candidates to be fully familiar with the requirements for the project.