Name:

Student Mark Sheet: Business Studies 90846 Market Research

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| Evidence for Achievement | Evidence for Merit | Evidence for Excellence |
| The student will need to:   * identify the aim of the research * plan and design the research using some secondary data. * collect and record sufficient primary data relevant to the aim of the research. * present the data using a range of appropriate methods. * draw a conclusion from the research * state business knowledge relevant to the conclusion. * state a Māori business concept (or concepts) where relevant to the conclusion * state the strengths and/or weaknesses of the research. | The student will need to:   * identify the aim of the research * plan and design the research using some secondary data * collect and record sufficient primary data relevant to the aim of the research * present the data using a range of  appropriate methods * draw a conclusion from the research * include business knowledge relevant to the research to support the conclusion. * include a Māori business concept (or concepts) where relevant to support the conclusion * provide reasoned explanations of the strengths and/or weaknesses of the research and how they impact on the validity of the findings/conclusions. | The student will need to:   * identify the aim of the research * plan and design the research using some secondary data * collect and record sufficient primary data relevant to the aim of the research * present the data using a range of appropriate methods * draw a conclusion from the research * integrate business knowledge relevant to the research to support the conclusion. * integrate a Māori business concept (or concepts) where relevant to support the conclusion * discuss ways to improve the market research process. |

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