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.
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* 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.
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* 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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