

Module BHS0001 Business Undergraduate Dissertation

COMMENTARY, MARKING FORM and STUDENT FEEDBACK ACADEMIC YEAR 2012-2013

STUDENT NAME...Alena Popsilova ...COURSE.....

SUPERVISOR – 2ND MARKER NAMES Janine Day David Harvey

BRIEF TITLE OF DISSERTATION Consumer Behaviour UK Footwear

COMMENTS – please ensure that your comments reflect the reason for the mark given and comment on the following areas: Topic, Aims & objectives, Theory/Literature Review/ Referencing, Research Methods, Analysis / Findings, Recommendations/Conclusions, Overall Quality of Writing
Topic: Interesting topic.
Introduction Aims/Objectives: Clear aim and objectives
Literature Review Covers most of the relevant theory including decision making, reasonable range of references.
Research Methods: Justifies approach
Analysis Discussion & Conclusions: Good range of tests used explores them in detail linking to theory
Overall Quality of Writing including referencing presentation style: Good.
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