

Examiner's Report

Unit Title Managing Stakeholder Relationships

Unit Code 5UMSR

RQF Level Level 5

Session November 2022

Comments on Global Cohort Performance

	Comments
Task/Question 1	Good responses, there is only so much you can talk about here, but the key is always the command word to see what is expected of the response.
Task/Question 2	There needed to be a greater level of response to demonstrate the application of the response. Apply theory only when asked and make sure it is relevant and supporting the task.
Task/Question 3	Some good clear responses that drew from personal experiences
Task/Question 4	This task performed well where they produced an audit in a true audit style

Question 1

1. Comments on learners' performance

This question carries the total score of 20, so I would want to see students spend less time on this task and focus their time wisely. Two groups were asked for, so it is important both are discussed. No theory was asked for, so the key here is not to rely on theory and apply it only if it would enhance the response.

2. Recommendations for learners

Don't rely upon theory, more so when the task does not request it, or use it for the sake of it, use it to support your own work and thoughts. Don't just discuss or list or take inspiration from books - you need to discuss how this can affect those stakeholders in your chosen company, therefore it needs to be specific to that company.

3. Quick Tips

Answer the task, review, check and add to, it seems some students are not rereading their responses. Layout is also very key. The layout not only helps the marker assess the response clearly but there is a link between well laid out tasks and assignments against word heavy ones. Jazz up your response to show you do understand the task and topic and not regurgitating what you have read. Application is so key in assignments, we want to see your work and ideas.

Question 2

1. Comments on learners' performance

With the most weighting on this task and the results showed this was the task with the highest scores, it appears students did spend more time on this task and as this task provided the higher marks. But this is not always, for those who didn't you really need to.

The task requested from groups looked at in task one, so there is therefore no need to reintroduce those groups, they can save time and word count on going straight into looking at those groups from the relationship perspective.

2. Recommendations for learners

Read the task and read it again, make notes to yourself to start the assignment, focus on what the task is requesting and make sure you stick to that. Adding in theory or irrelevant material does not achieve higher marks.

3. Quick Tips

Be clear on the vision of your response and what you are wanting to get across and make sure it is answering all elements of the task.

Question 3

1. Comments on learners' performance

Loyalty and retention are board business concepts, and this needs to be applied to the customer of the chosen business only.

There is a lot of theory supporting this concept, but it is more important to work through this task from the perspective and application to your chosen company. Applied theory is there to be used to support your response and not formulate your response. Strong responses draw upon personal and business experiences and this comes across as a strong understanding and application.

2. Recommendations for learners

Draw on your own experiences as a customer and apply this in the context of your chosen company, if you have had dealings with a company this could make for a good company to use throughout the assignment as it will allow you to do this.

3. Quick Tips

Think about what is important to you as a customer and how you could help a company make improvements by your own insight and learnings.

Question 4

1. Comments on learners' performance

Stakeholder audits are not something that can be done without an understanding of them, and this was evident in the responses. Those who understand and grasp the concept performed well. Reviewing live or previous audits would help to formulate their own and it appeared some had not done the research or learning to understand the audit process. For higher marks students formulate an audit for two groups and show a firm understanding of how to complete one.

2. Recommendations for learners

Look at published audits as an example of how they are formed and what they include and create your own with this understanding at the base.

3. Quick Tips

Sometimes lay out of a response can help guide you with your response to make sure you cover off what you need to, so take time to look and learn from existing or published ones.