IQM4006

LEVEL 4 · SAMPLE ASSESSMENT

INTO QUALIFICATIONS

Marketing and Consumer Behaviour

Consumer behaviour analysis report and presentation

Staff marking and administration guide

Assessment
IQM4006 A2

Sample set
2026-S

Status
SAMPLE ASSESSMENT

Total marks
100 per component

Release timing
at coursework release

Administration and delivery

A2A and A2B must use the identical selected context. A2A is an individual professional report of 1,500–2,000 words, excluding references and appendices. A2B is an individual digital presentation of 8–10 minutes, maximum 10 content slides; the title slide and reference slide(s) are excluded from the slide limit.

Provide at least one supervised progress checkpoint for the report. Retain appropriate development and source-selection evidence. Where needed, conduct a short verification discussion. Manage unresolved authenticity concerns under the Academic Regulations.

The 8–10-minute period applies to the presentation only. A short audience-question period may follow, outside the timed presentation; questions verify understanding and carry no separate mark allocation. Record the summative oral performance and any assessed questioning, and retain the recording securely for marking and moderation under current retention requirements.

Use consistent timing and signals. Check report and slide citations, and any required disclosure of permitted AI planning use. A2 is open-resource coursework/preparation and presentation, but no live external assistance is permitted.

The sample survey/intercept data are synthetic and illustrative. They must be replaced with the supplied set-specific materials before any live assessment.

Mark scheme and indicative content

Each component is marked out of 100 using its fixed guide areas. Select the descriptor that best fits the evidence in each area and exercise academic judgement; do not treat descriptors as a mechanical checklist. Award marks for demonstrated evidence, not for topic coverage alone.

A2A report rubric

Assessment area	Weight	Marking focus
Understanding and Application of Consumer Behaviour Theories and Concepts	20%	Select relevant concepts and apply them accurately to TideTurn and the supplied consumer evidence. Reward explanation of usefulness and limits, not theory-name listing.
Analysis of the Consumer Decision-Making Process	20%	Analyse all five stages in context and connect consumer needs, search, evaluation, purchase and post-purchase experience to appropriate evidence and decisions.
Use and Interpretation of Consumer Research, Data and Market Evidence	20%	Interpret the survey, interviews and intercept comparison accurately. Distinguish descriptive signals from representative or causal evidence; recognise convenience sampling, small groups, non-random assignment and overlapping responses.

Assessment area	Weight	Marking focus
Evaluation of Psychological, Social, Cultural and Ethical Influences	20%	Evaluate relevant interacting influences and variation across consumers. Address trust, evidence-backed claims, consent/privacy, inclusion and ethical consequences with contextual reasoning.
Marketing Implications and Evidence-Based Recommendations	15%	Make feasible, prioritised recommendations explicitly linked to preceding analysis. Specify test design, primary outcome, guardrails and what to do if evidence is inconclusive.
Harvard Referencing and Quality of Academic Sources	5%	Assess accurate in-text citations and reference-list correspondence, source credibility/relevance and integration. Do not award for uncited source lists or unsupported claims.

A2A fixed weights: 20% + 20% + 20% + 20% + 15% + 5% = 100%.

A2B presentation rubric

Assessment area	Weight	Marking focus
Introduction and Context	10%	Set out the selected context, purpose and relevant audience clearly.
Consumer Decision-Making Process	25%	Explain the five-stage journey accurately and connect it to the selected consumer and context.
Consumer Research Insights and Interpretation	30%	Interpret relevant research accurately, communicate limitations and distinguish evidence from inference.
Marketing Implications and Recommendations	30%	Present feasible recommendations that follow from the evidence, with clear measures and safeguards.
Professional Presentation, Harvard Referencing and Slide Citations	5%	Assess demonstrated visual communication, slide citations and observed oral delivery. A storyboard can support only the planned slide/citation evidence; the actual presentation must be reviewed.

A2B fixed weights: 10% + 25% + 30% + 30% + 5% = 100%.

Indicative evidence and marking boundaries

- The case gives TideTurn at £24, made with recycled stainless steel and sold online and through four independent shops. The survey is a convenience sample (n=120); 72 respondents are aged 18–34 and 78 say they would consider a reusable lunch container. Eight interviews provide qualitative themes. The intercept comparison is non-random (n=40 per group): 14/40 (35%) versus 8/40 (20%) added to cart, a 15-percentage-point observed difference. This is not purchase conversion and cannot establish causation. The 46% price and 31% cleaning responses may overlap.
- No lifecycle study, verified seal test, warranty, dishwasher-safety, repairability or other performance substantiation is supplied. These should be presented as questions or recommended evidence to obtain, not as established product facts. Recommendations should not overstate the market evidence.
- Illustrative teaching scripts, storyboards and slides may support standardisation, but they are not evidence of a learner's observed oral performance. The summative performance and any assessed questioning must be recorded and retained securely under the guide.