



TPE 2023 – Mock Exam Mark Sheet

Modni

Marked by

Student name	Technical	Professional	Total mark

Presentation and Approach (Professional Skills)

	Max	Marks	As a result of
Judgement	14		
Analysis (Method)	12		
Communication	12		
Ethical	12		
Total mark	50		

Comments to Student

(any specific sections significantly impacting on overall mark – exception basis)

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1. Briefing Note: Evaluation of Financial Performance

1.1 Revenue	4.5
1.2 Gross Profit	3.5
1.3 Covid-19	2.0
1.4 Underlying operating profit	6.0
1.5 Liquidity	6.0
1.6 Gearing / other relevant observations	1.0

23

2. Notes: Investment in online distribution channel

2.1 Functionality	2.5
2.2 Brand	0.5
2.3 Upsell and review	1.0
2.4 Data protection	1.5
2.5 International aspects	1.0
2.6 Integration with existing MIS	1.0
2.7 Investment in warehouse picking process	1.0
2.8 Logistics for delivery	0.5
2.9 Returns process	2.0
2.10 Promotion	2.0

13

3. Report: Product and Distribution Channel strategies

3.1 Product	4.5
3.2 Distribution channels Modni	4.5
3.3 Distribution channels Angelo Dimitri	0.5
3.4 New distribution channels	3.5
3.5 Appendix	0.5

14

4. Report: Investment Opportunities

4.1 Financial investment	2.5
4.2 Concept store in Birmingham - rewards	3.5
4.3 Concept store in Birmingham - risks	1.0
4.4 Concept store in Birmingham - other factors	2.5
4.5 Launch in Japan - rewards	1.5
4.6 Launch in Japan - risks	2.0
4.7 Launch in Japan - other factors	2.0
4.8 Conclusion and recommendations	0.5

15.5

5. Email to Nick Purcell

5.1 Short term response	1.5
5.2 Actions	3.0
5.3 Options for disposal of obsolete inventory	3.0
5.4 Environment	1.0
5.5 Social	1.0

9.5

Total

75

75

Assessment of Competencies

Judgement

The candidate addressed key items and had balance across the paper	20	40	60	80	100
The candidate made appropriate recommendations regarding the product and distribution channels	20	40	60	80	100
The candidate made appropriate recommendations regarding the investment opportunities	20	40	60	80	100
The candidate demonstrated good commercial judgement	20	40	60	80	100

Analysis (Method)

The candidate used an appropriate method to review the recent financial performance	20	40	60	80	100
The candidate used an appropriate method to analyse the current financial position of Modni	20	40	60	80	100
The candidate used an appropriate method to analyse the product & distribution channel strategies	20	40	60	80	100
The candidate used an appropriate method to analyse the investment opportunities	20	40	60	80	100

Communication

The candidate achieved all outputs, using appropriate sections / headings / tables	20	40	60	80	100
The candidate produced a good executive summary	20	40	60	80	100
The candidate tailored responses using appropriate language	20	40	60	80	100
The candidate used summaries / cross referencing / appendices where appropriate	20	40	60	80	100

Ethical

Internal concerns at Pemberton (Professional Competence & Due Care / Objectivity / Professional Behaviour / Integrity)	20	40	60	80	100
Risk Management at Modni (Professional Competence & Due Care)	20	40	60	80	100
Governance (Professional Competence & Due Care, Professional Behaviour)	20	40	60	80	100
Overarching ethical approach	20	40	60	80	100