

## Dissertation Second-Marking Form

MODULE CODE: BENVGCP1

STUDENT NAME: Chen Li

Please use this form to record:

- 2<sup>nd</sup> Marker marks and feedback

Second Marker Marks and Feedback Comments	Marks
Statement of Problem /30	12
Analysis /30	18
Conclusions /20	11
Presentation /10	5
Total /90	46
Outline/10 (Note: Only marked by the Supervisor)	

Comments			
<p>Statement of Problem – It is not totally clear what the hypothesis and the research problem is.</p> <p>Analysis – The Literature Review sounds logical and is good. The Methodology is properly justified and is clearly explained. However, whilst the various elements of the analysis are described and appear logical, it is not clear that they will solve the research question being posed.</p> <p>Conclusions – Whilst the conclusions are not strong, they do nevertheless appear to address the research problem. The Limitations and Suggestions are accepted.</p> <p>Presentation – The written English is reasonable, with some spelling mistakes. The tables and figures are not all clear: in table 4-7, it is not clear what the coloured shading indicates; in figure 4-8, there are Chinese characters; table 4-8, poor titling; figure 4-13, wording incomplete.</p> <p>This is an interesting dissertation that attempts to use economic, strategic and statistical tools to analyse market potential and market entry. Whilst it appears to follow a logical path, it is not clearly argued or explained.</p> <p>[In addition, I suggest that an economist member of staff also reviews this dissertation from a technical viewpoint.]</p>			
2 <sup>nd</sup> Marker	Professor Peter Hansford	Date	07 / 09 /18