

**University of Huddersfield
Business School**

BMS0013 Dissertation Feedback Sheet

Student Name	Nikol Bilikova
Marker's name	Gerard McElwee
Specific criteria	
Research problem Formulation Focus Rationale	The aim of the research (p12) is very broad as are the research questions Which consumers? Which sectors?
Literature review and use of theory Critical awareness of relevant theory Range of reading Relation to research question Independent research	A comprehensive literature review which demonstrates wide reading. Relates to the identified research question
Subject related conceptual framework and methodology Development of subject related conceptual framework Appreciation of methodological issues Rational for research approach Conduct of data collection Awareness of strengths and weaknesses	Excellent rationale for research approach adopted and the data collection methods used Demonstrates a clear understanding of a variety of approaches which can be utilised but perhaps does not provide a robust philosophical underpinning for the choice of method. Suggests that 239 'consumers' were randomly sampled. But does not state how the respondents were approached. Where was the sample used and the pilot? Extremely systematic and appropriate data collection. Some awareness of strengths and weakness of approach taken.
Analysis Data presentation Appropriate analysis	Good presentation of results using both tables and text appropriately. Extensive and high level analysis (e.g. inferential statistics) using appropriate analytical techniques.
Presentation and expression Referencing Presentation Use of language	Fully and appropriately referenced Excellent use of language. Some inconsistency in the bibliography
Discussion and Conclusions Evaluation of findings Reference back to the literature Placing of work in its broader context	Extremely well done

Internal consistency of dissertation	Comments and justified grade
Argument Internal consistency Use of information to sustain argument Awareness of strengths and weaknesses	Good evidence of internal consistency which relates to original question. Good use of information gathered to support argument. Awareness of strengths and limitations. Conclusion is coherent and discusses the findings of the study in context of the literature
Grade	85

Percentage mark

85

Agreed mark