

scm hrd DEEV 2014  
mwm My Writing Master &

**ftc** PRESENTS **face the Case**  
a case study competition

1\_Marketing\_9EA14S46

# General Guidelines

Each case will have two parts : 1 & 2

*Part 1 (1000 words)*

You need to write on “My approach to solve this case” in 1000 words. This part is to be written in sequential point wise format. Addition of graphical objects like images, charts, screenshots etc to explain your point will be favorable. It has to be written in an explanatory format as if you are teacher presenting on your approach for solving this case. The content should be originally written and not copied from any other source.

*Part 2 (1000 words)*

This part should have solution of the case written in 1000 words(excluding references) keeping the following things in mind.

1. The solution is to be in hand typed and not copy pasted word doc format. Your solution will undergo plagiarism check through “Turnitin” software. Only 5% plagiarism is allowed excluding references. Case solutions with more than 5% plagiarism will automatically be disqualified.
2. The solution should have word doc enabled “in text” (citations) and “out text” (bibliography) referencing in APA format. To know about in text/out text referencing and APA formatting click on this [link](#)
3. Formatting : Your solution should have **Automatic table of content, Word doc enabled in text and out text referencing, Cover page, Times Roman 12 Font, Double spacing paragraph spacing**. To learn on these formatting tools please check this [link](#) and check each and every link on the page which opens.
4. An academic case study should definitely focus on
  - The problem at hand
  - Linking the problem with theoretical concepts
  - Suggesting solution/analyzing it with your own creativity and
  - Concluding the case.

Please **do not write executive summary** in the solution. Please bear in mind that a case solution with relevant images, charts and logical flow are always interesting to read.

5. Once again : DO NOT MISS IN TEXT/OUT TEXT REFERENCING in your solution and it should be PLAGIARISM FREE.

## Marking criteria

Apart from some specific marking criteria provided in the case study documents, your case solution will also be marked on some standard marking criteria like

- Efforts in analyzing the case,
- Creativity of ideas and linking with existing theories,
- Command on written English and
- Adherence to above mentioned formatting standards

### Important Dates

Date and Time of launch : 12 December 2014, 11:00 AM IST

Last date for submission : 21 December 2014, 12 Noon IST

Announcement of results : On or before 23 December 2014 5PM IST

Dispatch of Prizes : On or before 5 JAN 2015

-----**END OF GENERAL GUIDELINES**-----

CASE GUIDELINES (This is a case offered to Marketing students of MBA university in Australia)

This paper will cover a comprehensive review of the topic literature as it relates to current international marketing issues facing businesses operating between countries. The audience for this report should be an Australian organization. You will discuss the theory surrounding the issue and provide relevant, practical recommendations on how your organization should manage its exposure to the issue.

Students are expected to have read widely in the area, exploring theory and current best practice. Wikipedia is not a reliable source, and any paper using material from this source will receive an automatic zero mark.

The emphasis in assessment will be on critical analysis and interpretation rather than description. No marks will be awarded for a paper that merely summarizes or recapitulates the main argument or issue put forward in the supplied article.

### **Topic**

**Discuss the factors that encourage internationalization of service organizations. For a service organization with which you are familiar, explain which of these drivers are currently most relevant, and how this might change over time.**

This assessment has been designed to:

- allow you to develop your information searching and critical thinking skills;
- enable you to practice applying theory to real world situations; and
- provide you with further experience in academic writing.

### **Marking criteria**

<b>Criterion</b>	<b>Fail</b>	<b>Pass</b>	<b>Credit</b>	<b>Distinction</b>	<b>High Distinction</b>
<b>Critical analysis skills</b> This criterion is about describing and evaluating the information found when researching the context <b>Value 30%</b>	Can present limited reliable evidence supporting the recommendations and some is missing, incorrect or irrelevant.	Can review and present some of the reliable evidence supporting the recommendations but some evidence is missing or incorrect.	Can review and present most of the reliable evidence supporting the recommendations but lacks critical analysis and comparison	Can clearly present the appropriate reliable evidence supporting recommendations with clear evaluations and conclusions	Can critically review and present the appropriate reliable evidence with highly insightful and perceptive comparisons, evaluations and support for recommendations
<b>Application skills</b> This criterion is about linking theory	There is no or limited application to the context or	The case study or context was described and	The case study or context was described and	The case study or context was described and	The case study or context was described and

<p>to a specific context, explaining how it relates to a product/company  <b>Value 30%</b></p>	<p>case study, no examples provided</p>	<p>identified. The context was connected briefly to theory. There were some recommendations, but they are not well supported by arguments</p>	<p>identified. The context was connected to theory with clear links. There were relevant market recommendations and supported connections to theory</p>	<p>identified and insightful evaluations were made. The context was connected to theory with clear logical links. The recommendations were relevant, well supported with explicit connections to theoretical arguments</p>	<p>identified and insightful evaluations were made. The context is connected to theory with exceptional, logical and meaningful links. The recommendations were highly relevant, realistic and supported with explicit connections to theoretical arguments</p>
<p><b>Recommendations &amp; Realism</b>  This is about strategic recommendations for the company which are realistic in the country context  <b>Value 10%</b></p>	<p>No recommendations are made</p>	<p>There were some recommendations, but they are not strategic or well supported by real world information</p>	<p>There were relevant market recommendations, partly strategic, supported by connections to the real world context</p>	<p>The recommendations were relevant and strategic, well supported with explicit connections to the real world context</p>	<p>The recommendations were highly relevant, strategic, realistic and supported with explicit connections to the real world context</p>
<p><b>Communication Skills</b>  This is about the presentation of the work including: Structure, Format, Grammar  <b>Value 25%</b></p>	<p>Poor grammar, spelling, punctuation, concepts were not clear, no paragraphing or formatting- no tables or figures</p>	<p>Some grammatical errors, sentences were clear and complete, clear structure and formatting using headings, and sub-headings, some diagrams, but not explained and only decorative</p>	<p>Minor grammatical errors, sentences were clear and complete, structure and format were used to aid the reader including diagrams, tables and images, that are relevant to argument, but are still not fully explained or described</p>	<p>Free of grammatical errors Structure and format were clear Sentences were well constructed. Language was concise. Excellent use of diagrams and tables that are clearly relevant and explained</p>	<p>Free of grammatical errors Structure and format were clear, logical and consistent. Sentences were well constructed. Exceptional use of diagrams and tables, clearly relevant, explained and insightful links made</p>
<p><b>Referencing Skills</b>  This criterion is about the application of APA referencing  <b>Value 5%</b></p>	<p>There was limited or no attempt at in text or end of text referencing</p>	<p>There was an attempt to apply referencing, but style and application were inconsistent</p>	<p>There was consistent style, but application was not consistent with some errors</p>	<p>The style is consistent throughout the text and end reference list. Application was still inconsistent with some points remaining unreferenced.</p>	<p>Both in-text and reference list were consistent in terms of style and application of APA</p>

