

**NCFE Level 2 Certificate in Business and Enterprise**

**(601/0048/5)**

**Unit 02 Marketing for Business and Enterprise**

**October 2019**

**Mark Scheme**

**Qualification Name: NCFE Level 2 Certificate in Business and Enterprise**

| **Assessment criteria** | **Task No** | **NYA** | **Pass** | **Merit** | **Distinction** |
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| **1.1** Describe the different aspects of marketing  *Range aspects: targets, niche, mass, product-orientated, market-orientated* | **1** | One or more of the 3 are described inaccurately,  or  Fewer than 3 are described. | **Learners will describe the different aspects of marketing** | **Learners will provide a detailed description of the different aspects of marketing** | **Learners will provide a comprehensive description of the different aspects of marketing** |
| **1a.** Niche, Mass, Market Orientated and Product Orientated are 4 different aspects of marketing. Describe and give examples of **three** of these. | | **1b.** With reference to two of the aspects you selected in **1a** describe one advantage and one disadvantage of **two** of these aspects. |
| Basic definition of **three** of the following: Mass, Niche**,** Product orientated and market orientated. | A **correct** example MUST be provided for 2 of the marketing aspects. |  |
| **1.2** Explain why business or enterprise needs marketing | **1** |  | **Learners will explain why business or enterprise needs marketing** | **Learners will provide a detailed explanation about why business or enterprise needs marketing** | **Learners will provide a comprehensive explanation about why business or enterprise needs marketing and when marketing goes wrong or does not meet the aims of the business** |
| **1c.** Explain **three** reasons why businesses need marketing **and** how these benefit the business. | | | **1d.** Explain what could happen if a business’s marketing goes wrong or does not meet the aims of the business. |
| Fewer than TWO valid reasons given. | Explains at least **2 valid** reasons why business or enterprise need marketing. | For at least 2 of the reasons identified learners must explain the benefit to the business. | Learners will include a consequence that can occur should the marketing go wrong or not meet the needs of the business for the reasons identified. |

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| **2.1** Identify the various target markets for an organisation | **2** | Fewer than three target markets are accurately identified. | **Learners will identify the various target markets for an organisation** | **Learners will justify reasons why the various target markets are suitable for an organisation** | **No distinction criteria for this AC** |
| **2a.** Explain how Paddy knows that each of the chosen target markets are suitable for his business. | |  |
| Learners identify **three** target markets from the case study.  **Examples**:  **TM1:** Parents (of local primary school children)  Allow children (of local primary schools)  Children who need gym bags  **TM2:** People who want a manbag  Men (aged between 20 and 40)  Professional people  **TM3:** Women  People going to Christmas parties  Women with well paid jobs  **TM4:** Students  People going to college/university  (do not award school students) | Learners choose two target markets and explain how Paddy knows these markets are suitable.  Justification must come from the case study.  **TM1**: best seller  Sells in large numbers  Sales remain high each year  No signs of sales falling  **TM2:** trend for manbags is growing  selling more and more each year  **TM3:** happy to pay a high price  Many are repeat customers  **TM4:** sales are starting to grow |

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| **2.2** Compare the different needs of the target markets for an organisation | **2** | *Learners fail to identify two differences in the needs of the target markets.* | **Learners will compare the different needs of the target markets for an organisation** | **Learners will compare in detail the different needs of the target markets for an organisation** | **No distinction criteria for this AC** |
| **2b**. Choose two of Paddy’s target markets from Source 1 and identify their needs.  *\*Can be cross referenced with 2.1.* | **2c.** Choose two of Paddy’s target markets from Source 1 and explain how the needs of these two target markets are similar and how they are different.  These can be the target markets you identified in 2a or 2b or different ones. |  |
| Learners choose **two** target markets and describe their needs.  **Examples**:  Parents/ children   * simple school bag/backpack * buy them at the beginning of each school year. * hard wearing * a low price * carry PE clothes and a reading book * good quality * space to write child’s name   Men (aged between 20 and 40)  buy these all year round. stylish in design   * simple * stylish * made of leather/heavy canvas hardwearing * large enough to hold an Ipad. * Good quality   Women   * stylish, not simple * plenty of decoration * suitable for a Christmas parties * small /big enough to hold a mobile phone, some makeup and a hairbrush. * Good quality * Made of any material   Students   * hardwearing * made of canvas. * big enough to carry both a lap top and student files. * Good quality | Learners will explain in how the needs of the two target markets they have identified in 2b are similar and different. |  |
| **2.3** Describe how an organisation would research their target market  *Range: Primary –*  *surveys, focus groups, interviews, questionnaires Secondary - internet, newspapers, journals, leaflets, and surveys conducted by others e.g. Mintel, Keynote, Office of National Statistics quantitative and qualitative data - difference between and why both are needed* | **3** | *Learners fail to describe the two methods accurately.* | **Learners will describe how an organisation would research their target market** | **Learners will describe in detail how an organisation would research their target market** | **Learners will describe how an organisation would research their target market showing critical judgement** |
| **3a.** Paddy hasused primary and secondary research methods to collect quantitative and qualitative data.  Describe how any **two** of these research methods have been used by Paddy and give **one** advantage and **one** disadvantage of each method. | | **3b.** Paddy would like to improve his market research methods.  Recommend **two** ways in which Paddy could improve his market research methods **and** explain how each could benefit his business. |
| Describe any two from primary, secondary, qualitative and quantitative. | Learners provide:  One advantage  One disadvantage  of each method identified. | Learners give two recommendations on how these can improve the market research and explain how these improvements can benefit Paddy’s business. |
| **3.1** Explain the marketing mix | **4** | *Learners fail to explain all 4 Ps correctly.*  *Learners not explaining one of the elements of the 4Ps will not receive marks.* | **Learners will explain the marketing mix** | **Learners will explain the marketing mix in detail** | **Learners will explain the marketing mix perceptively** |
| **4a.** Explain all four elements of the marketing mix for **Paddy’s evening bags ONLY**. Give as much detail as you can. | | **4b.** Identify the correct stages in the product life cycle of the following products/services and explain your choice.  (i)Primary school backpacks  (ii)Manbags  **4c.** Explain the reasons for your choice of product life cycle section for the primary school backpacks and manbags. |
| Learner explains briefly the four elements of marketing mix for the evening bags | To justify the award of merit a learner MUST refer to at least THREE of the following:  **Product**  **Place**  **Promotion**  **Price** | Learners must identify products in their correct stages of the life cycle and provide a satisfactory explanation as to why both are placed in their respective stages. |
| **3.2** Explain the impact of social media and the internet on promotion  *Range:  Social Media: e.g. Blogs, Facebook, Twitter, Pinterest, LinkedIn, websites, apps* | **6** |  | **Learners will explore the impact of social media and the internet on promotion** | **Learners will clearly explain the impact of social media on promotion in comparison to traditional methods** | **Learners will explain the positive and negative impacts of social media on promotion** |
|  | *Learners fail to identify two positive impacts that social media and the internet can have on a business when promoting products and services.* | **6a.** Explain in detail **two** **positive** impacts that social media and the internet can have on **any** business when **promoting** products and services.  Compare these two impacts to the impacts that can be achieved by using traditional methods of promotion. | | **6b.** Explain **two** **negative** consequences that might arise when **any** business uses social media and the internet to promote their products/services. |
| Learner identifies two positive impacts that social media and the internet can have for a business when **promoting** products and services.  General answers are acceptable.  **Examples**   * Business website makes the business’ products/services available to a wider market. * Attract more customers * It can be interactive * Cost effective. * Time efficient. * Direct communication with customers via email. * Customers can access blogs, videos, newsletters and information regarding new products and services produced by a business which may lead to greater interest and sales. * Business products/services can be viewed and in some cases purchased 24x7. | Learners will compare their use of social media and their use with traditional methods. | Learners explain in detail two negative consequences that might arise when a business uses social media and the internet for promotion. |
| **4.1** Evaluate the effectiveness of different marketing methods | **5** | *Learner explain less than 3 impacts of price and/or promotion.* | **Learners will evaluate the effectiveness of the marketing of the business or enterprise methods** | **Learners will coherently evaluate the effectiveness of different aspects of the marketing of the business or enterprise methods. Learners will indicate where improvements may be made** | **Learners will comprehensively evaluate the effectiveness of different aspects of the marketing of the business or enterprise methods. Learners will show critical judgement and indicate where improvements may be made** |
| **5a.** Explain **one** aspect that went well and **one** aspect that did not go well for the  **Price and Promotion** elements of the marketing mix for any of Paddy’s product range. | **5b.** Suggest **two** improvements that Paddy could make to his marketing mix. Give reasons for your suggestions. | **5c.** Choose **one** improvement from **5b** and explain why you think this may **not** be successful for Paddy’s Bags. |
| Learners explain what has gone well and what has not gone well for price and promotion.  Learners will **explain** 3 correct impacts  **Examples**  **Price gone well**:  School bags uses a competitive pricing policy which is the most profitable part of the business  Evening bags uses price skimming and customers are happy to pay the high price  ***Price not gone well****:*  Evening bags only contributes a small profit as costs are high  Student bags uses penetration pricing which is making a loss  ***Promotion gone well***  Discount voucher/ad in local paper (evening bags) 1/3 of customers arrive with voucher  Free gift/water bottle (with sale made in August) – has highest number of sales  Pinterest/lifestyle blogger? sales increased by 300%/waiting list  ***Promotion not gone well****:*  Leaflets (children’s backpack) were thrown away  Posters/competition (student bags) sales slow  Youtube ads (Manbags) only 5% of customers through this. He is disappointed with this as this promotion is expensive and does not cover the cost. | Learner identifies and explains **two** improvements that Paddy could make to her marketing mix *(this does not have to relate to weaknesses in the pass criteria).* | Learner explains their suggestion might not be successful. |