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NCFE Level 2 Certificate in Business and Enterprise

(601/0048/5)

Unit 02 Marketing for Business and Enterprise

February 2020

This guidance should be used by NCFE Examiners to support the accurate grading of learner work.

Assessment criteria	Task No	NYA	Pass	Merit	Distinction
1.1 Describe the different aspects of marketing <i>Range aspects: targets, niche, mass, product-orientated, market-orientated</i>	1	One or more of the 3 are described inaccurately,	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
		or	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.
		Fewer than 3 are described.	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	
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.
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 Megan knows that each of the chosen target markets are suitable for her business.		

			<p>Learners identify three target markets from the case study.</p> <p>Examples:</p> <p>TM1: Horse riders / people with horses / horse owners / professional competition riders</p> <p>TM2: Cyclists / bike owners</p> <p>TM3: Golfers</p> <p>TM4: Workers with manual jobs / Building site workers.</p>	<p>Learners choose two target markets and explain how Megan knows these markets are suitable.</p> <p>Justification must come from the case study.</p> <p>TM1: Horse riders</p> <ul style="list-style-type: none"> • Sales of these gloves have grown each year. • Can charge high prices for these gloves • Meg spotted a gap in the market <p>TM2: Cyclists / bike owners</p> <ul style="list-style-type: none"> • they are now one of her most profitable product lines. • large and growing market <p>TM3: Golfers</p> <ul style="list-style-type: none"> • sales are growing • this product line contributed 10% the business' profits in 2019. <p>TM4: Workers with manual jobs / Building site workers.</p> <ul style="list-style-type: none"> • The potential market for Meg's workwear gloves is huge. • In 2019 14 million pairs of workwear gloves were sold in the UK. 	
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<p>2.2 Compare the different needs of the target markets for an organisation</p>	<p>2</p>	<p><i>Learners fail to identify two differences in the needs of the target markets.</i></p>	<p>Learners will compare the different needs of the target markets for an organisation</p>	<p>Learners will compare in detail the different needs of the target markets for an organisation</p>	<p>No distinction Golfers criteria for this AC</p>
			<p>2b. Choose two of Megan’s target markets from Source 1 and identify their needs.</p> <p><i>*Can be cross referenced with 2.1.</i></p>	<p>2c. Choose two of Megan’s target markets from Source 1 and explain how the needs of these two target markets are similar and how they are different.</p> <p>These can be the target markets you identified in 2a or 2b or different ones.</p>	
<p>Learners choose two target markets and describe their needs.</p> <p>Examples:</p> <p>TM1: Horse riders / people with horses / horse owners / professional competition riders</p> <p>They need gloves that are:</p> <ul style="list-style-type: none"> • made of leather • coloured black or brown • hard-wearing, • waterproof • fit perfectly / made to measure • A pair of gloves <p>TM2: Cyclists / bike owners</p> <p>They need gloves that are:</p> <ul style="list-style-type: none"> • Waterproof • guaranteed to keep their hands warm. • made from manmade 	<p>Learners will explain in how the needs of the two target markets they have identified in 2b are similar and different.</p>				

materials (rather than leather.)

- to choose the size that best fits their hands / a choice of 3 sizes
- a wide range of colours
- A pair of gloves

TM3: Golfers

They want:

- 1 glove
- hard wearing
- waterproof
- a wide range of colours

TM4: Workers with manual jobs / Building site workers.

They need gloves that are:

- hard wearing
- inexpensive.
- made of a man-made material
- can be washed and dried quickly.
- The colour of the glove does not matter.
- want to be able to choose the size that best fits their hands and so need them to be available in 4 sizes.
- A pair of gloves

<p>2.3 Describe how an organisation would research their target market</p> <p><i>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</i></p>	<p>3</p>	<p><i>Learners fail to describe the two methods accurately.</i></p>	<p>Learners will describe how an organisation would research their target market</p>	<p>Learners will describe in detail how an organisation would research their target market</p>	<p>Learners will describe how an organisation would research their target market showing critical judgement</p>
			<p>3a. Megan has used primary and secondary research methods to collect quantitative and qualitative data.</p> <p>Describe how any two of these research methods have been used by Megan and give one advantage and one disadvantage of each method for Megan's business.</p> <p>* Advantages may also be found in 3b.</p>	<p>3b. Megan would like to improve her market research methods.</p> <p>Recommend two ways in which Megan could improve her market research methods and explain how each could benefit her business.</p>	
			<p>Describe any two from primary, secondary, qualitative and quantitative.</p>	<p>Learners provide: One advantage One disadvantage of each method identified.</p>	<p>Learners give two recommendations on how these can improve the market research and explain how these improvements can benefit Megan's business.</p>
<p>3.1 Explain the marketing mix</p>	<p>4</p>	<p><i>Learners fail to explain all 4 Ps correctly.</i></p> <p><i>Learners not explaining one of the elements of the 4Ps will not receive marks.</i></p>	<p>Learners will explain the marketing mix</p>	<p>Learners will explain the marketing mix in detail</p>	<p>Learners will explain the marketing mix perceptively</p>
			<p>4a. Explain all four elements of the marketing mix for Megan's horse-riding gloves ONLY. Give as much detail as you can.</p>	<p>4b. Place Megan's workwear gloves in their correct segment in the Boston Matrix</p>	
			<p>Learner explains briefly the four elements of marketing mix for the riding gloves.</p>	<p>To justify the award of merit a learner MUST refer to at least any THREE of the following:</p>	<p>4c. Explain the reasons for your choice of segment in the Boston Matrix for Megan's workwear gloves</p> <p>Learners must identify the correct segment of the Boston Matrix and provide a satisfactory</p>

				Product Place Promotion Price	explanation as to why the workwear gloves are placed in this segment.
3.2 Explain the impact of social media and the internet on promotion <i>Range:</i> <i>Social Media: e.g. Blogs, Facebook, Twitter, Pinterest, LinkedIn, websites, apps</i>	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
		<i>Learners fail to identify two positive impacts that social media and the internet can have on a business when promoting products and services.</i>	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 <ul style="list-style-type: none"> • 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 	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.

			<p>new products and services produced by a business which may lead to greater interest and sales.</p> <ul style="list-style-type: none"> Business products/services can be viewed and, in some cases, purchased 24x7. 		
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 Product elements of the marketing mix for any of Megan's product range.	5b. Suggest two improvements that Megan could make to her marketing mix. Give reasons for your suggestions.	5c. Choose one improvement from 5b and explain why you think this may not be successful for Megan's Gloves Ltd.
			<p>Learners explain what has gone well and what has not gone well for price and product.</p> <p>Learners will explain 3 correct impacts</p> <p>Examples</p> <p>Price gone well:</p> <ul style="list-style-type: none"> For horse riding gloves Megan uses a cost-plus pricing strategy. She uses a 100% mark up. This ensures that this remains a very profitable product to sell 	Learner identifies and explains two improvements that Megan could make to her marketing mix (<i>this does not have to relate to weaknesses in the pass criteria</i>).	Learner explains their suggestion might not be successful.

- For her cycling gloves she uses a competitive pricing strategy. By charging similar prices to her rivals for a quality product, Megan **has been able to increase sales each year.**

Price not gone well:

- The penetration pricing strategy for her workwear gloves when they were launched. Sales in the first 3 months were much less than expected and the low prices she was charging meant that for this **period she made a loss**

Product gone well

- Her gloves were voted by professional horse riders as their favourite riding gloves to be worn in competitions **and as a result her horse-riding gloves' quality image was strengthened**
- Megan's riding gloves were voted as the favourite riding gloves by professional riders which generated free

advertising for Meg's business as the success was reported in riding magazines (

- Cycling Gloves are now one of her most profitable product lines
- Golfing Gloves as sales are growing and contributed 10% of the business profits in 2019

Product not gone well:

- Golf gloves. Customers choosing green gloves found that the dye in the gloves ran in wet weather and they came of the golf course with a green hand. **This has damaged her product's reputation and business' brand image**
- Workwear gloves - problems with the stitching in some of the workwear gloves **resulted in customer complaints – replacement gloves had to be posted to over 2000 customers.**

