

## External Assessment

### NCFE Level 2 Certificate in Business and Enterprise (601/0048/5)

Unit 02 Marketing for business and enterprise (R/505/2817)

## Past Paper

**Assessment date:** 5 October 2020

**Time:** 9.00am

This booklet must be used for Task 1 only.

### Complete your details below:

<b>Centre name</b>		<b>Centre number</b>	
<b>Learner name</b>		<b>Learner number</b>	

**Total time allowed – 1 hour**

### Instructions for learners

- Read all instructions carefully and make sure that you understand what you need to do.
- You **MUST** attempt **all** of Task 1 to address all assessment criteria. You cannot achieve a Pass grade unless you meet the required standard in all of the task.
- Write your responses to the questions in the spaces provided. If you need more space you may use extra paper.
- If you are using a word processor, you **must** make sure that all of your work is printed out.
- Make sure that any printouts or extra paper is securely attached to this assessment paper and labelled clearly with:
  - your name and learner number
  - your centre name and centre number
  - the task and question number.
- At the end of the assessment hand all documents over to your Invigilator.

### *Examiner use only*

AC	Grade
1.1	
1.2	

You are **not** allowed to use the internet during this external assessment and no other resources can be used in this assessment.

**DO NOT TURN OVER UNTIL YOU ARE INSTRUCTED TO DO SO BY THE INVIGILATOR.**

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**Task 1**

You **must** ensure that your work in Tasks 1a, 1b, 1c and 1d addresses assessment criteria 1.1 and 1.2. You can refer to the assessment criteria at the end of the task.

**1a.** Niche, mass, market-orientated and product-orientated are four different aspects of marketing. Describe and give examples of **three** of these.

Aspect 1:

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Description of aspect 1:

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Example of aspect 1:

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Aspect 2:

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Description of aspect 2:

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Example of aspect 2:

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Aspect 3:

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Description of aspect 3:

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Example of aspect 3:

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**1b.** With reference to the aspects you selected in **1a** describe one advantage and one disadvantage of **two** of these aspects.

Aspect:

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Advantage:

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Disadvantage:

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Aspect:

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Advantage:

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Disadvantage:

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**1c.** Explain **three** reasons why businesses need marketing **and** how these benefit the business.

Reason 1:

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Explanation:

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Benefit:

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Reason 2:

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Explanation:

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Benefit:

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Reason 3:

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Explanation:

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Benefit:

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**1d.** Explain what could happen if a business’s marketing goes wrong or does not meet the aims of the business.

Consequence 1:

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Explanation:

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Consequence 2:

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Explanation:

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Assessment criteria	Pass	Merit	Distinction
<b>1.1 Describe the different aspects of marketing</b>	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
<b>1.2 Explain why business or enterprise needs marketing</b>	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

**This is the end of the external assessment.**

**What you need to hand in after your external assessment.**

At the end of the timed external assessment you will hand in the following to your Invigilator:

- this external assessment paper
- any extra paper you have used, securely attached to this assessment paper.

Make sure that all of your work, including any extra paper, is clearly identified with:

- the relevant task and question numbers
- your name and your learner number
- your centre name and centre number.

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