

External Assessment Practice Paper

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

Marketing for business and enterprise

This is NOT a live paper

This booklet should be used for Task 1 only.

Candidate Number:	
Forename:	
Surname:	
Centre Number:	

Candidate declaration:

I confirm that the work contained in this external assessment is all my own work.

I have not copied work from anyone else.

I have not copied work directly from handouts/internet/textbooks or any other publication.

If I have used a quote, then I have referenced this appropriately.

Candidate's signature:

Date:

Time allowed

- 1 hour to complete Task 1

Guidance for candidates

- Make sure you're familiar with the assessment criteria and grading descriptors for this unit. These are included at the back of this external assessment paper. If you're aiming for a Merit or Distinction it's particularly important that you're familiar with what these grades require, as you work through the tasks.
- Read the tasks carefully and make sure that you understand:
 - what you need to do to complete the assessment
 - what you need to submit
 - how much time you need to allow for each task.
- The Invigilator will explain where you will save your work between each external assessment session.
- You have 1 booklet for your responses to Task 1.

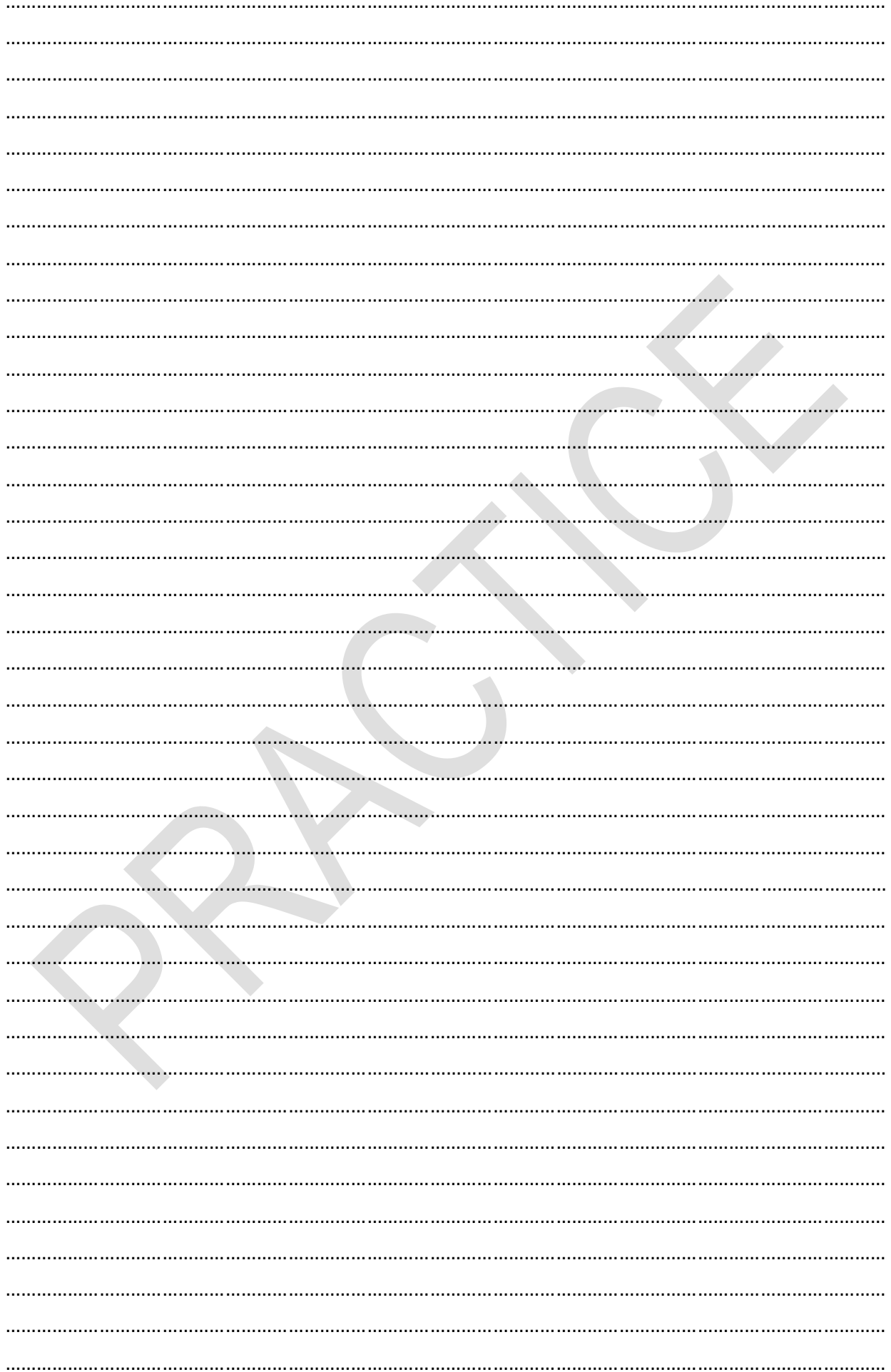
Instructions for candidates

- Complete your personal details on the first page.
- You have 1 hour to complete Task 1. After 1 hour you'll hand in your response to Task 1 and you will not be able to work on it again.
- Write your responses to the tasks in the spaces provided. If you need more space you may use extra paper. Make sure that any extra paper is labelled clearly with your name, centre number and candidate number and securely attached to the appropriate answer booklet
- If you write your answers using a word processor you must make sure that any printouts are labelled clearly with your name, centre number and candidate number and securely attached to the appropriate answer booklet.
- If you write your answers using a word processor you must make sure that you clearly record the relevant task along with your answer to ensure that the Examiner is able to grade it.
- You **MUST** attempt all of the tasks to address all assessment criteria fully. You cannot achieve a Pass grade unless you meet the required standard in all the tasks.
- All of the work you submit must be your own.
- You must sign the candidate declaration on the front page of this assessment paper to declare that the work produced is your own.
- At the end of the assessment hand all documents over to your Invigilator.

Resources

- You may use all of the material given within the external assessment paper but no other resources should be taken into the examination room.
- You're not allowed to use the internet during the external assessment.
- All the evidence you submit must be your own work (you're not allowed to use the internet or any other material to help you answer the tasks); make sure that all your work is clearly identified with your name, centre number and candidate number.

PRACTICE



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You must ensure your work in Task 1b addresses assessment criteria: 1.2. You can find these on page 12.

b) Explain why a business **or** an enterprise needs marketing.

You may wish to refer to a business or an enterprise that you’re familiar with to illustrate your answer.

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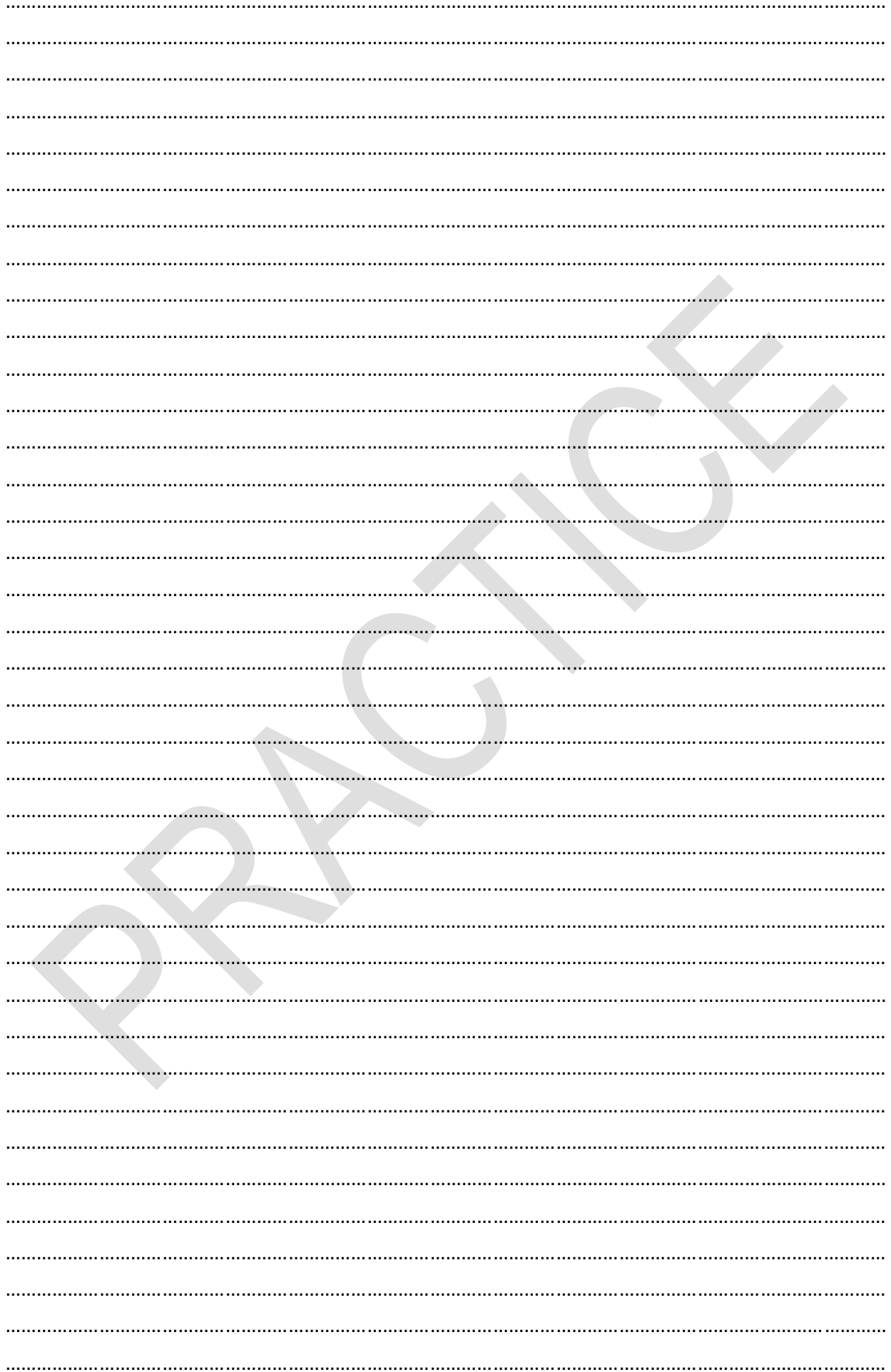
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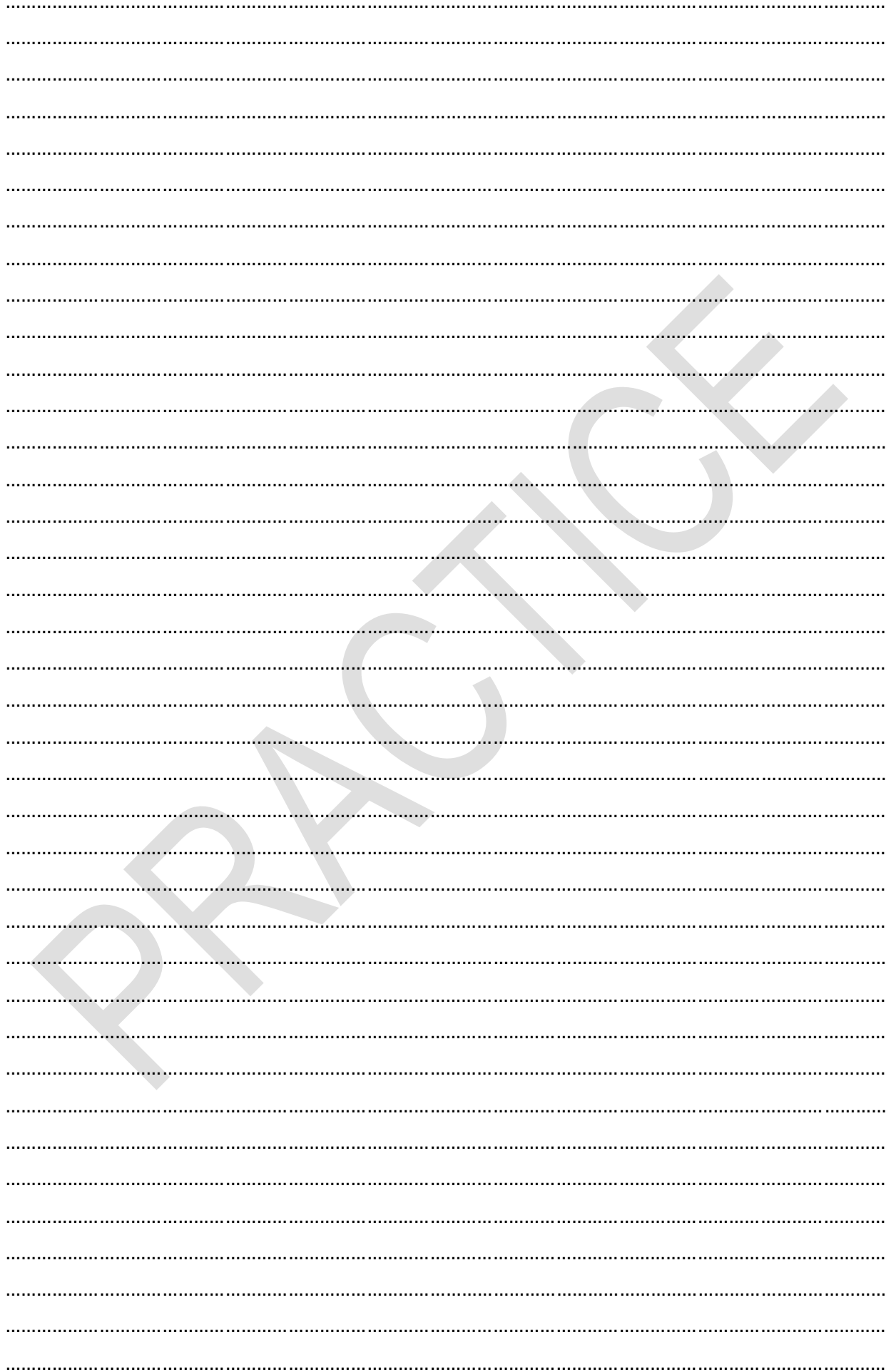
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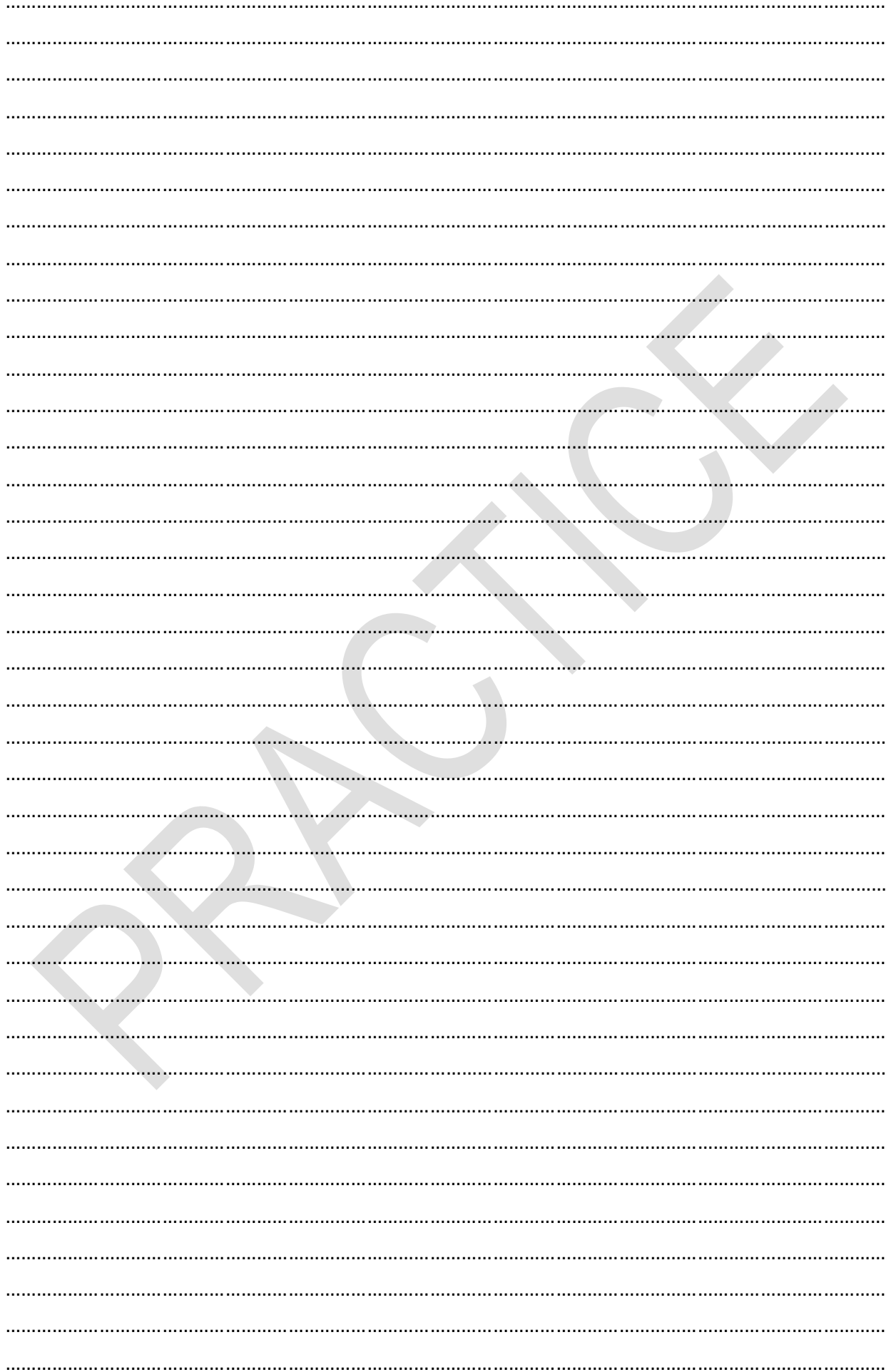
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PRACTICE

What you need to hand in after your external assessment

At the end of the timed external assessment you'll hand in the following work to your Invigilator:

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

Make sure that all your work, including any extra paper, is clearly identified with your name, your centre number and your candidate number. Make sure you've signed the candidate declaration on the front page of this external assessment paper.

Any remaining time left can be spent on checking your responses to Tasks 1 and 2.

PRACTICE

Grading descriptors

The grading descriptors are detailed below. If you're aiming for a Merit or Distinction it's particularly important that you're familiar with what these grades require, as you work through the tasks

Assessment criteria		Pass	Merit	Distinction
1.1	Describe the different aspects of marketing	Candidates will describe the different aspects of marketing	Candidates will provide a detailed description of the different aspects of marketing	Candidates will provide a comprehensive description of the different aspects of marketing
1.2	Explain why business or enterprise needs marketing	Candidates will explain why business or enterprise needs marketing	Candidates will provide a detailed explanation about why business or enterprise needs marketing	Candidates 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.
2.1	Identify the various target markets for an organisation	Candidates will identify the various target markets for an organisation	Candidates will justify reasons why the various target markets are suitable for an organisation	No distinction criteria for this AC
2.2	Compare the different needs of the target markets for an organisation	Candidates will compare the different needs of the target markets for an organization	Candidates will compare in detail the different needs of the target markets for an organisation	No distinction criteria for this AC

Grading descriptors (cont'd)

Assessment criteria		Pass	Merit	Distinction
2.3	Describe how an organisation would research their target market	Candidates will describe how an organisation would research their target market	Candidates will describe in detail how an organisation would research their target market	Candidates will describe how an organisation would research their target market showing critical judgement
3.1	Explain the marketing mix	Candidates will explain the marketing mix	Candidates will explain the marketing mix in detail	Candidates will explain the marketing mix perceptively
3.2	Explain the impact of social media and the internet on promotion	Candidates will explore the impact of social media and the internet on promotion	Candidates will clearly explain the impact of social media on promotion in comparison to traditional methods	Candidates will explain the positive and negative impacts of social media on promotion
4.1	Evaluate the effectiveness of different marketing methods	Candidates will evaluate the effectiveness of the marketing of the business or enterprise methods	Candidates will coherently evaluate the effectiveness of different aspects of the marketing of the business or enterprise methods. Candidates will indicate where improvements may be made	Candidates will comprehensively evaluate the effectiveness of different aspects of the marketing of the business or enterprise methods. Candidates will show critical judgement and indicate where improvements may be made

This is the end of the assessment.

PRACTICE