

External Assessment

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

Marketing for business and enterprise

Paper number: **THIS IS NOT A LIVE PAPER**
Assessment date: **SAMPLE PAPER**

This booklet should be used for Task 1 only.

Centre number		Learner number	
Surname			
Other names			

Learner 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.

Learner's signature:

Date:

Grade achieved To be completed by the Examiner	
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Time allowed:

1 hour to complete Task 1.

Instructions for learners

- 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 learner number and is 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 learner number and are 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 number along with your answer to ensure that the Examiner is able to grade it
- You **MUST** attempt all tasks to address all assessment criteria fully. You cannot achieve a pass grade unless you meet the required standard in all the tasks
- All work you submit must be your own
- You must sign the learner 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 work over to your Invigilator.

Guidance for learners

- Make sure you're familiar with the assessment criteria and grading descriptors for this unit. These are included along with the tasks in this external assessment paper. If you're aiming for a merit or distinction, it's important that you're familiar with what these grades require as you work through the tasks
- Read the task 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 the task.

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
- Make sure that all your work is clearly identified with your name, centre number and learner number.

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Market Orientated Marketing

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1b Businesses need marketing. Give 3 reasons why and explain your answers.

You may wish to include in your answer:

- *the benefits that marketing can have for a business or enterprise*
- *the consequences that can occur should the business or enterprise not market its products/services correctly*
- *reference to a business or an enterprise that you're familiar with to illustrate your answer.*

Reason 1

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Explanation

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Reason 2

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Explanation

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SAMPLE

Assessment criteria	Pass	Merit	Distinction
1.1 Describe the different aspects of marketing	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
1.2 Explain why business or enterprise needs marketing	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 Task 1. Your Invigilator will distribute the remaining tasks.

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 and securely attached

Make sure that:

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

Any remaining time left can be spent checking your responses to Task 1.

**This is the end of the external assessment
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