

External Assessment

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

Marketing for business and enterprise

Paper number: Sample

Assessment window: This is not a live paper

This booklet should be used for Task 1 only.

Centre name		Centre number	
Full Name		Learner number	

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.

My full name above is my registered name with NCFE.

Learner's signature:

Date:

Time allowed

1 hour to complete Task 1

Instructions for learners

- Read the paper carefully and make sure you understand all of the instructions before you start work.
- Complete your name and learner number, and your centre name and number on the front of this external assessment paper.
- You must complete **all** parts within each task in order to address all the assessment criteria. You cannot achieve a Pass grade unless you meet the required standard for **all** the assessment criteria.
- Write your responses to the tasks in the spaces provided. If you need more space, you may use extra paper. Make sure any extra paper is labelled clearly with your name, centre number and learner number and is securely attached to this assessment.
- All the work you submit for the external assessment must be clearly identified with your name, your centre number, your learner number and the task number so that the Examiner is able to grade it.
- All of the work you submit must be your own.
- All work for this external assessment must be completed at your centre within the invigilated timed session.

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 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.

Resources

- You may use all of the material given within this 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.

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Reason 2

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Explanation

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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

What you need to hand in after your external assessment

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

If you have completed this assessment on a computer, your work must be printed out and attached to this external assessment. You must not submit any electronic evidence.

**This is the end of the external assessment.
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