

External Assessment

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

Unit 02 Marketing for business and enterprise

Paper number: P000416

Assessment Date: 9 October 2017

Assessment Time: 9.30am

Complete your details below:

Centre name		Centre number	
Learner 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 signature: _____ Date: _____			

This booklet should be used for **Task 1** only.

Total Time allowed – 1 hour

Examiner use only

AC	Grade
1.1	
1.2	

Instructions continue on the next page, please turn over.

This page is intentionally left blank.

Instructions for learners

- Read the Task carefully and check:
 - what you need to do to complete the assessment
 - what evidence you need to submit
 - how much time you need to allow for each Task.
- 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 name, centre number and learner number and is securely attached to this 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 name, centre number and your learner number and are securely attached to this answer booklet.
- You **MUST** attempt **all parts** of the Task to address the assessment criteria fully. You cannot achieve a Pass grade unless you meet the required standard in all parts of the Task
- Make sure you use the assessment criteria and grading descriptors for this external assessment, these are included at the end of the Task in 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.
- All the work you submit for the external assessment **must** be:
 - your own work
 - clearly identified with your name, your centre name and number, your learner number and the Task number so that the Examiner is able to grade it
- All work for this external assessment **must** be completed at your centre within the invigilated hour.
- After 1 hour you'll hand in your response to Task 1 and you will not be able to work on it again

Resources

- No other resources can be taken into the examination room
- You **cannot** use the internet in this assessment.

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

External assessment - Task 1

You **must** ensure your work in Tasks 1a and 1b 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 4 different aspects of marketing. Describe and give examples of three of these.

(You may choose to discuss both their positive and negative features).

Aspect 1

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Aspect 2

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Aspect 3

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

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 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, centre name, centre number and your learner number
- you've signed the learner declaration on the front page of this external assessment paper.

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

This is the end of the external assessment.