



NCFE Level 2 Certificate in Business and Enterprise

(601/0048/5)

Unit 02 Marketing for Business and Enterprise

01 February–14 February 2018

Mark Scheme

Assessment criteria	Task No	NYA	Pass	Merit	Distinction
1.1 Describe the different aspects of marketing <i>Range</i> <i>Aspects: targets, niche, mass, product-orientated, market-orientated</i>	1	One or more of the 3 are described inaccurately	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.
		Or	1a. Niche, Mass, Market Orientated and Product Orientated are 4 different aspects of marketing. Describe and give examples of three of these.		1b. Describe one advantage and one disadvantage of two of the aspects you selected in 1(a).
		Fewer than 3 are described	Basic definition of three of the following: Mass, Niche, Product orientated and market orientated.	A correct example MUST be provided for 2 of the marketing aspects.	
1.2 Explain why business or enterprise needs marketing	1		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.
			1c. Explain three reasons why businesses need marketing and how these benefit the business.		1d. Explain what could happen if a business's marketing goes wrong or does not meet the aims of the business.
		Fewer than two valid reasons given	Explain 2 valid reasons why business or enterprise need marketing.	For at least 2 of the reasons identified learners must explain the benefit to the business.	Learners will include consequences that can occur should the marketing go wrong or not meet the needs of the business for the reasons identified. Could include references to other business to support their answer.
2.1 Identify the various target markets for an organisation	2	Fewer than 3 target markets are accurately identified	Learners will identify the various target markets for an organisation.	Learners will justify reasons why the various target markets are suitable for an organisation.	No distinction criteria.
			2a. Rey Murray's Cycles have a number of target markets. Identify three of Rey's Murray's Cycles target markets from Source 1 . Explain how Rey's Murray's Cycles know that each of these target markets are suitable for their business.		
			Learners identify three target markets from the case study.	Learners choose 2 target markets and explain how Rey knows these markets are suitable.	

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			<p>Do not accept examples of product/service or target markets that are not in the case study.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Professional riders - Commuters - Students. <p>We can accept answers such as:</p> <ul style="list-style-type: none"> - People who want a new or 2nd hand bike - People who want a bike repaired. 	<p>Justification must come from the case study.</p> <p>Examples:</p> <p>Professional cyclists</p> <ul style="list-style-type: none"> - Attracts regular visits from professional riders who value her expertise and range of specialist equipment and repairs. <p>Commuters</p> <ul style="list-style-type: none"> - She sells more bicycles to commuters than any other customer group. - Sales have risen each year since 2013. <p>Students</p> <ul style="list-style-type: none"> - Account for 30% of the shops total sales. 	
2.2 Compare the different needs of the target markets for an organisation	2	Learners fail to identify 2 differences in the needs of the target markets	<p>Learners will compare the different needs of the target markets for an organisation.</p> <p>2b. Choose two of Rey's target markets from Source 1 and identify their needs.</p> <p>These can be the target markets you identified in 2a, or you can choose two other target markets.</p>	<p>Learners will compare in detail the different needs of the target markets for an organisation.</p> <p>2c. Choose two of Rey's target markets from Source 1 and explain in detail how the needs of these two target markets are similar and how they are different.</p> <p>These can be the target markets you identified in 2a or 2b, or you can choose two other target markets.</p>	No distinction criteria for this AC.

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			<p>Learners choose 2 target markets and describe their needs.</p> <p>Examples:</p> <p>Professional cyclists</p> <ul style="list-style-type: none"> - Specialist equipment and repairs - Repairs to racing gears. <p>Commuters</p> <ul style="list-style-type: none"> - High quality bike - Road bike - New bike - Reliable bike - Same day repair. <p>Students</p> <ul style="list-style-type: none"> - Low priced bike - Reliable bike - Second hand bike - High quality bike. <p>Cycle owners who needs cycles repaired</p> <ul style="list-style-type: none"> - High quality parts used when their bicycles are repaired. 	<p>Learners will explain in how the needs of the 2 target markets they have identified in 2b are similar and different.</p> <p>The answers must come from the case study.</p>	
2.3 Describe how an organisation would research their target market	3	Learners fail to describe the 2 methods accurately	Learners will describe how an organisation would research their target market.	Learners will describe in detail how an organisation would research their target market.	Learners will describe how an organisation would research their target market showing critical judgement.
			3a. Rey has used primary and secondary research methods to collect quantitative and qualitative data.		3b Rey would like to improve their market research methods.

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<i>Range:</i> <i>Primary – surveys, focus groups, interviews, questionnaires</i> <i>Secondary – internet, newspapers, journals, leaflets, and surveys conducted by others e.g. Mintel, Keynote, Office of National Statistics</i> <i>quantitative and qualitative data - difference between and why both are needed</i>			Describe how any two of these research methods have been used by Rey and give one advantage and one disadvantage of each method.		Recommend two ways in which they could do this and explain how these could benefit the business.
			Describe any 2 from primary, secondary, qualitative and quantitative. Award any reasonable example.	Learners provide: 1 X advantage 1 X disadvantage of each method identified. Award any reasonable example.	Learners give 2 recommendations on how Rey can improve her market research and explain how these improvements can benefit Rey Murray's Cycles.
3.1 Explain the marketing mix	4	Learners fail to explain all 4 P's correctly Learners not explaining one of the elements of the 4P's will not receive marks.	Learners will explain the marketing mix.	Learners will explain the marketing mix in detail.	Learners will explain the marketing mix perceptively.
			4a. Explain the marketing mix for Rey's bicycle repair service. Give as much detail as you can.	4b. Identify the correct stages in the product life cycle of the following products/services and explain your choice. (i) Bicycle repair service (ii) Professional racing 4c. Explain how and why the promotional element of the marketing mix will be different for the repair service and for the professional racing bicycles she sells.	
			Learner explains the marketing mix for the bicycle repair service.	Learner explains the marketing mix for Rey's bicycle repair service giving more detail. They could discuss why	4b(i) The repair service can be said to be in either the introduction or growth stages - only

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			Award any reasonable example.	one or more of the 4P's are working/not working well, therefore showing a greater level of understanding. Award any reasonable example.	started 6 months ago so not accepting maturity stage. 4b(ii) Pro racing bikes – decline stage or maturity. Learners must explain how and why the promotional element of the marketing mix will be different for the repair service and for the professional racing bicycles she sells.
3.2 Explain the impact of social media and the internet on promotion <i>Range:</i> <i>Social Media: eg Blogs, Facebook, Twitter, Pinterest, LinkedIn, websites, apps</i>	6	Learners fail to identify two positive impacts that social media and the internet can have on a business when promoting products and services	Learners will explore the impact of social media and the internet on promotion.	Learners will clearly explain the impact of social media on promotion in comparison to traditional methods.	Learners will explain the positive and negative impacts of social media on promotion.
			6a. Explain in detail two positive impacts that social media and the internet can have on any business when promoting products and services. Compare these to the impact that traditional methods can have.	6b. Explain in detail two positive impacts that social media and the internet can have on any business when promoting products and services.	
			Learner identifies two positive impacts that social media and the internet can have for a business when promoting products and services. Examples: <ul style="list-style-type: none"> - Business website makes the business' products/services available to a wider market. - Customers can access blogs, videos, newsletters and information regarding new products and services produced by a business which may lead to greater interest and sales. 	Learners will compare their use of social media/internet and their use with traditional methods.	Learners explain in detail two negative consequences that might arise when a business uses social media and the internet for promotion.

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4.1 Evaluate the effectiveness of different marketing methods	5	Learner does not evaluate the effectiveness of any of the marketing methods	Learners will evaluate the effectiveness of the marketing of the business or enterprise methods.	Learners will coherently evaluate the effectiveness of different aspects of the marketing of the business or enterprise methods. Learners will indicate where improvements may be made.	Learners will comprehensively evaluate the effectiveness of different aspects of the marketing of the business or enterprise methods. Learners will show critical judgement and indicate where improvements may be made.
			5a. Explain what went well and what did not go well for the Promotion and Price elements of the marketing mix.	5b. Suggest two improvements that Rey could make to their marketing mix. Give reasons for your suggestions.	5c. Choose one improvement from 5b and explain why you think this may not be successful for Rey Murray's Cycles.
			Learners explain what has gone well and what has not gone well for promotion and price. Examples: Place - Her place is good as he has a customer car park so that customers can drop off their bikes for repair and many customers have said that this is the main reason why they choose her shop for their repairs. Not gone well: Place - Ray's shop is just off a busy high street. In 2017 the road was closed for 6 months to cars due to major road works and this resulted in a significant fall in sales during this period.	Learner identifies and explains two improvements the Rey could make to her marketing mix (<i>this does not have to relate to weaknesses in the pass criteria</i>).	Learner explains their suggestion might not be successful.

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			<p>Gone well:</p> <p>Promotion</p> <ul style="list-style-type: none"> - Ray's use of hang tags is innovative and a very low cost form of advertising – In the first month, this resulted in 58 new customers for the bicycle repair service. Hang tags are now placed monthly, the response has been excellent and bicycle repairs are now a growing part of Rey's business. <p>Not Gone well:</p> <ul style="list-style-type: none"> - Rey placed advertisements in the local newspaper each week. She did this for the first year of trading but it was expensive and attracted very few customers. 		