



NCFE Level 2 Certificate in Business and Enterprise

(601/0048/5)

Unit 02 Marketing for Business and Enterprise

1 October–12 October 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 three 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. With reference to two of the aspects you selected in 1a describe one advantage and one disadvantage of two of these aspects.
		Fewer than three are described	Basic definition of three of the following: Mass, Niche, Product orientated and market orientated.	A correct example MUST be provided for two 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	Explanation of two valid reasons why business or enterprise need marketing.	For at least two 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 three 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. Joe Clean has a number of target markets. Identify three of Joe Clean's target markets from Source 1 . Explain how Joe knows that each of the chosen target markets are suitable for their business.		
			Learners identify three target markets from the case study. Do not accept examples of product/service or target	Learners choose 2 target markets and explain how Joe knows these markets are suitable. Justification must come from the case study.	

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			<p>markets that are not in the case study.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Customer at the supermarket/car owners. • Second hand car dealers. • Local offices/local office owners. • Local businesses. • People who want their car washed. 	<p>Examples:</p> <p>Customer at the supermarket/car owners</p> <ul style="list-style-type: none"> • Open 8am until 6pm every day. • Sales remain constant. • Positive reviews online. <p>Local business owners</p> <ul style="list-style-type: none"> • He is turning business away. • They are prepared to pay a high price. <p>Second hand car dealership</p> <ul style="list-style-type: none"> • 40% of his business. • Most profitable. <p>Local businesses/local office owners (who require an office clean)</p> <ul style="list-style-type: none"> • Sales are growing (slowly). 	
2.2 Compare the different needs of the target markets for an organisation	2	<i>Learners fail to identify two differences in the needs of the target markets</i>	Learners will compare the different needs of the target markets for an organisation.	Learners will compare in detail the different needs of the target markets for an organisation.	No distinction criteria for this AC.
			<p>2b. Choose two of Joe's target markets from Source 1 and identify their needs.</p> <p>These can be the same target markets you identified in 2a or different ones.</p>	<p>2c. Choose two of Joe's target markets from Source 1 and explain how the needs of these two target markets are similar and how they are different.</p> <p>These can be the same target markets you identified in 2a and 2b or different ones.</p>	

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			<p>Learners choose two target markets and describe their needs.</p> <p>Examples:</p> <p>Car owners (who do a weekly supermarket shop)</p> <ul style="list-style-type: none"> • Car cleaning while they do their shop. • Car Vacuuming. • Car washing without booking. • The carwash to be open between 8am and 6pm. • High quality service/ convenience. • Car washed and polished. <p>Local business owners</p> <ul style="list-style-type: none"> • Wash, polish, wax, full interior cleaning. • Cars cleaned on same day every week. • Mobile service/cleaned on their own premises. • High quality service/ convenience. <p>Second hand car dealership</p> <ul style="list-style-type: none"> • Full valet. • Shampoo interior. • Polish wheels. 	<p>Learners will explain in how the needs of the two target markets they have identified in 2b are similar and different.</p> <p>The answers must come from the case study.</p>	

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			<ul style="list-style-type: none"> On their own premises/mobile service. Advance/online booking. Full clean within 24 hours of making a booking. High quality service/convenience. <p>Local office owners</p> <ul style="list-style-type: none"> Offices cleaned daily. Offices cleaned between 10pm and 6am. High quality service/convenience. Bins emptied. Toilets cleaned. Office vacuumed. 		
2.3 Describe how an organisation would research their target market <i>Range:</i> <i>Primary –</i>	3	<i>Learners fail to describe the two methods accurately</i>	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. Joe has used primary and secondary research methods to collect quantitative and qualitative data. Describe how any two of these research methods have been used by Joe and give one advantage and one disadvantage of each method for Joe's business.	3b Joe would like to improve his market research methods. Recommend two ways in which Joe could improve his market research methods and explain how each could benefit his business.	

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surveys, focus groups, interviews, questionnaires Secondary – internet, newspapers, journals, leaflets, and surveys conducted by others e.g. Mintel, Keynote, Office of National Statistics quantitative and qualitative data - difference between and why both are needed			Description of any two from primary, secondary, qualitative and quantitative. Award any reasonable example.	Learners provide: One advantage One disadvantage of each method identified. Award any reasonable example.	Learners give two recommendations on how these can improve the market research and explain how these improvements can benefit Joe Clean's hand car wash.
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 all four elements of the marketing mix for Joe's supermarket car wash service ONLY. Give as much detail as you can.		4b. Identify the correct stages in the product life cycle for the following products/services provided by Joe Clean. (i) Car wash for supermarket customers (ii) Office cleaning 4c. Explain how and why the price element of the marketing mix will be different for the car wash provided for supermarket customers and for the office cleaning.
			Learner explains briefly the four elements of marketing mix for the supermarket car wash.	Learner explains the marketing mix for Joe's supermarket car wash service giving more detail. They could discuss why one or more of the 4Ps are working/not working well, therefore showing a greater level of understanding.	Learners must identify products in their correct stages of the life cycle and provide a satisfactory explanation as to why both are placed in their respective stages.

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3.2 Explain the impact of social media and the internet on promotion <i>Range:</i> <i>Social Media: e.g. Blogs, Facebook, Twitter, Pinterest, LinkedIn, websites, apps</i>	6	<i>Learners fail to identify two positive impacts that social media and the internet can have on a business when promoting products and services</i>	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 two impacts to the impacts that can be achieved by using traditional methods of promotion.		6b. Explain two negative consequences that might arise when any business uses social media and the internet to promote their products/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.
4.1 Evaluate the effectiveness of different marketing methods	5	<i>Learner does not evaluate the effectiveness of any of the</i>	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.

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		marketing methods	<p>5a. Explain one aspect that went well and one aspect that did not go well for both the Promotion and Price elements of the marketing mix.</p> <p>Learners explain what has gone well and what has not gone well for promotion and price.</p> <p>Examples:</p> <p>Promotion gone well:</p> <ul style="list-style-type: none"> Loyalty scheme over 50% of his supermarket customers use the loyalty card which allows them one free wash for every nine they pay for. <p>Promotion not gone well:</p> <ul style="list-style-type: none"> Advertisement in the local cinemas. This was expensive and he stopped this after three months as he could not be sure that the advert reached his target markets. <p>Price gone well:</p> <ul style="list-style-type: none"> Price skimming works for second hand car dealership. 40% of his income comes from this. <p>Price not gone well:</p> <ul style="list-style-type: none"> Penetration pricing 	<p>5b. Suggest two improvements that Joe could make to his marketing mix. Give reasons for your suggestions.</p> <p>Learner identifies and explains two improvements the Joe could make to his marketing mix (<i>this does not have to relate to weaknesses in the pass criteria</i>).</p>	<p>5c. Choose one improvement from 5b and explain why you think this may not be successful for Joe Clean's hand car wash business.</p> <p>Learner explains their suggestion might not be successful.</p>

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			did not work for the office cleaning business – couldn't cover his costs/ suggested low quality.		