



External Assessment

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

Unit 02 Marketing for business and enterprise (R/505/2817)

Paper number: P000677

Assessment date: 1 October 2018

Time: 9.30am

This booklet must be used for Task 1 only.

Complete your details below:

Centre name		Centre number	
Learner name		Learner number	

Total time allowed – 1 hour

Instructions for learners

- Read all instructions carefully and make sure that you understand what you need to do.
- You **MUST** attempt **all** of Task 1 to address all assessment criteria. You cannot achieve a Pass grade unless you meet the required standard in all of the Task.
- Write your responses to the questions in the spaces provided. If you need more space you may use extra paper.
- If you are using a word processor, you **must** make sure that all of your work is printed out.
- Make sure that any printouts or extra paper is securely attached to this assessment paper and labelled clearly with:
 - your name and learner number
 - your centre name and centre number
 - the Task and question number.
- At the end of the assessment hand all documents over to your Invigilator.

<i>Examiner use only</i>	
AC	Grade
1.1	
1.2	

You are **not** allowed to use the internet during this external assessment and no other resources can be used in this assessment.

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

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Task 1

You **must** ensure that your work in Tasks 1a, 1b, 1c and 1d 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 four different aspects of marketing. Describe and give examples of **three** of these.

Aspect 1:

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Description of aspect 1:

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Example of aspect 1:

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Aspect 2:

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Description of aspect 2:

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Example of aspect 2:

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Aspect 3:

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Description of aspect 3:

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Example of aspect 3:

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1b. With reference to two of the aspects you selected in **1a** describe one advantage and one disadvantage of **two** of these aspects.

Aspect:

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Advantage:

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Disadvantage:

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Aspect:

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Advantage:

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Disadvantage:

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1c. Explain **three** reasons why businesses need marketing **and** how these benefit the business.

Reason 1:

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Explanation:

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Benefit:

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Reason 2:

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Explanation:

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Benefit:

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Reason 3:

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Explanation:

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Benefit:

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1d. Explain what could happen if a business’s marketing goes wrong or does not meet the aims of the business.

Consequence 1:

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Explanation:

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Consequence 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

This is the end of the external assessment.

What you need to hand in after your external assessment.

At the end of the timed external assessment you will 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 of your work, including any extra paper, is clearly identified with your name, your learner number, your centre name and your centre number.

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