



**NCFE Level 2 Certificate in Business and Enterprise**

**(601/0048/5)**

**Unit 02 Marketing for Business and Enterprise**

**4 February 2019 – 15 February 2019**

**Mark Scheme**

Qualification Name: NCFE Level 2 Certificate in Business and Enterprise

Assessment criteria	Task No	NYA	Pass	Merit	Distinction
<b>1.1</b> Describe the different aspects of marketing  <i>Range aspects: targets, niche, mass, product-orientated, market-orientated</i>	1	One or more of the 3 are described inaccurately,  or  Fewer than three are described.	<b>Learners will describe the different aspects of marketing</b>	<b>Learners will provide a detailed description of the different aspects of marketing</b>	<b>Learners will provide a comprehensive description of the different aspects of marketing</b>
			1a. Niche, Mass, Market Orientated and Product Orientated are four different aspects of marketing. Describe and give examples of <b>three</b> of these.	A <b>correct</b> example <b>MUST</b> be provided for two of the marketing aspects.	1b. With reference to two of the aspects you selected in <b>1a</b> describe one advantage and one disadvantage of <b>two</b> of these aspects.
			Basic definition of <b>three</b> of the following: Mass, Niche, Product orientated and market orientated.		
<b>1.2</b> Explain why business or enterprise needs marketing	1		<b>Learners will explain why business or enterprise needs marketing</b>	<b>Learners will provide a detailed explanation about why business or enterprise needs marketing</b>	<b>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</b>
		1c. Explain <b>three</b> reasons why businesses need marketing <b>and</b> 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.	Explains at least <b>two valid</b> 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 a consequence that can occur should the marketing go wrong or not meet the needs of the business for the reasons identified.
<b>2.1</b> Identify the various target markets for an organisation	2	Fewer than three target markets are accurately identified.	<b>Learners will identify the various target markets for an organisation</b>	<b>Learners will justify reasons why the various target markets are suitable for an organisation</b>	<b>No distinction criteria for this AC</b>
			2a. Explain how Rima Desserts know that each of the chosen target markets are suitable for her business.		
			Learners identify <b>three</b> target markets from the case study.  <b>Examples:</b>  Local bakery shops/bakery owners.  Hotels/upmarket hotels/local hotels.	Learners choose two target markets and explain how Rima knows these markets are suitable. Justification must come from the case study.  <b>Examples:</b>  <u>Local bakery shops/bakery owners</u> Business is expanding. Needs to move to larger premises.	

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			<p>People with above average income.</p> <p>People who shop online/ People who want to buy handmade chocolates/people who want to buy presents.</p> <p>Vegans/people who want chocolate without animal products.</p>	<p>Accounts for 30% of profits.</p> <p><u>Hotels/upmarket hotels/local hotels</u> Sales remain strong. Positive feedback.</p> <p><u>People who shop online</u> <u>People who want to buy handmade chocolates/people who want to buy presents</u> Large potential market shown by her research.</p> <p><u>Vegans/people who want chocolate without animal products</u> Sales are (slowly) taking off. Positive comments. Growing market.</p>	
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>	<b>Learners will compare the different needs of the target markets for an organisation</b>	<b>Learners will compare in detail the different needs of the target markets for an organisation</b>	<b>No distinction criteria for this AC</b>
			<p><b>2b.</b> Choose <b>two</b> of Rima's target markets from <b>Source 1</b> and identify their needs.</p> <p>These can be the target markets you identified in 2a or different ones.</p>	<p><b>2c.</b> Choose <b>two</b> of Rima's target markets from <b>Source 1</b> and explain how the needs of these <b>two</b> target markets are <b>similar</b> and how they are <b>different</b>.</p> <p>These can be the target markets you identified in 2a/2b or different ones.</p>	
			<p>Learners choose <b>two</b> target markets and describe their needs.</p> <p><b>Examples:</b></p> <p><u>Local bakery shops/bakery owners</u></p> <ul style="list-style-type: none"> <li>• Fresh.</li> <li>• High quality.</li> <li>• Daily delivery.</li> </ul>	<p>Learners will explain in how the needs of the two target markets they have identified in 2b are similar and different.</p>	

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			<ul style="list-style-type: none"> <li>Attractive packaging.</li> </ul> <u>Hotels/upmarket hotels/local hotels</u> <ul style="list-style-type: none"> <li>Strong packaging.</li> <li>Weekly delivery.</li> <li>High quality.</li> </ul> <u>People with above average income</u> <u>People who shop online</u> <u>People who want to buy handmade chocolates/people who want to buy presents</u> <ul style="list-style-type: none"> <li>High quality.</li> <li>Attractive packaging.</li> <li>Expensive packaging.</li> <li>Fast delivery/delivery within 48 hours.</li> </ul> <u>Vegans/people who want chocolate without animal products</u> <ul style="list-style-type: none"> <li>Chocolate without cow's milk.</li> </ul>		
<b>2.3</b> Describe how an organisation would research their target market  <i>Range:</i> <i>Primary – surveys, focus groups, interviews, questionnaires</i> <i>Secondary - internet, newspapers, journals, leaflets, and surveys</i>	<b>3</b>	<i>Learners fail to describe the two methods accurately.</i>	<b>Learners will describe how an organisation would research their target market</b>	<b>Learners will describe in detail how an organisation would research their target market</b>	<b>Learners will describe how an organisation would research their target market showing critical judgement</b>
			<b>3a.</b> Rima has used primary and secondary research methods to collect quantitative and qualitative data.  Describe how any <b>two</b> of these research methods have been used by Rima and give <b>one</b> advantage and <b>one</b> disadvantage of each method.	<b>3b.</b> Rima would like to improve her market research methods.  Recommend <b>two</b> ways in which Rima could improve her market research methods <b>and</b> explain how each could benefit her business.	
			Describe any two from primary, secondary, qualitative and quantitative.	Learners provide: One advantage One disadvantage of each method identified.	Learners give two recommendations on how these can improve the market research and explain how these improvements can benefit Rima Mellor's desserts.

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<i>conducted by others e.g. Mintel, Keynote, Office of National Statistics quantitative and qualitative data - difference between and why both are needed</i>					
3.1 Explain the marketing mix	4	<p><i>Learners fail to explain all 4 Ps correctly.</i></p> <p><i>Learners not explaining one of the elements of the 4Ps will not receive marks.</i></p>	<b>Learners will explain the marketing mix</b>	<b>Learners will explain the marketing mix in detail</b>	<b>Learners will explain the marketing mix perceptively</b>
			4a. Explain all four elements of the marketing mix for Rima's <b>ChocEx brand chocolates ONLY</b> . Give as much detail as you can.	4b. Place Rima's <b>vegan chocolate brand, ChocExND</b> in its correct segment in the matrix below.	4c. Explain the reasons for your choice of Boston Matrix category for Rima's vegan chocolate brand, ChocExND.
			Learner explains briefly the four elements of marketing mix for ChocEx.	Learner explains the marketing mix for Rima's ChocEx brand chocolates giving more detail.	Learners must identify product in the correct cell of the Boston Matrix and explain why.
3.2 Explain the impact of social media and the internet on promotion	6	<p><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></p>	<b>Learners will explore the impact of social media and the internet on promotion</b>	<b>Learners will clearly explain the impact of social media on promotion in comparison to traditional methods</b>	<b>Learners will explain the positive and negative impacts of social media on promotion</b>
			<p>6a. Explain in detail <b>two positive</b> impacts that social media and the internet can have on <b>any</b> business when <b>promoting</b> products and services.</p> <p>Compare these two impacts to the impacts that can be achieved by using traditional methods of promotion.</p> <p>Learner identifies two positive impacts that social media and the internet can have for a business when <b>promoting</b> products and services.</p> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Attract more customers</li> <li>• It can be interactive</li> </ul>	Learners will compare their use of social media and their use with traditional methods.	<p>6a. Explain <b>two negative</b> consequences that might arise when <b>any</b> business uses social media and the internet to promote their products/services.</p> <p>Learners explain in detail two negative consequences that might arise when a business uses social media and the internet for promotion.</p>

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			<ul style="list-style-type: none"> <li>• Cost effective.</li> <li>• Time efficient.</li> <li>• Direct communication with customers via email.</li> <li>• 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.</li> <li>• Business products/services can be viewed and in some cases purchased 24x7.</li> </ul>		
4.1 Evaluate the effectiveness of different marketing methods	5	<i>Learner explain less than 3 impacts of price and/or promotion.</i>	<b>Learners will evaluate the effectiveness of the marketing of the business or enterprise methods</b>	<b>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</b>	<b>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</b>
			5a. Explain <b>one</b> aspect that went well and <b>one</b> aspect that did not go well for both the <b>Product</b> and <b>Price</b> elements of the marketing mix for any of Rima's product range.	5b. Suggest <b>two</b> improvements that Rima could make to his marketing mix. Give reasons for your suggestions.	5c. Choose <b>one</b> improvement from 5b and explain why you think this may <b>not</b> be successful for Rima Desserts.
			Learners explain what has gone well and what has not gone well for promotion and price.  <b>Examples</b>  <b>Product gone well</b> <ul style="list-style-type: none"> <li>• ChocEx has won a blind tasting competition which gave free advertising.</li> </ul>	Learner identifies and explains <b>two</b> improvements that Rima 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><b><i>Product not gone well</i></b></p> <ul style="list-style-type: none"> <li>• Cheesecake sales have fallen by 30% in the last 3 years.</li> </ul> <p><b><i>Price gone well</i></b></p> <ul style="list-style-type: none"> <li>• ChocEX as prices reinforce image/profitable/monthly repeat</li> </ul> <p><b><i>Price not gone well</i></b></p> <ul style="list-style-type: none"> <li>• ChocExND low prices do not cover costs.</li> </ul>		