

BTEC Level 2 Technical Certificate in

MARKETING

UNIT 1: MARKETING IN BUSINESS



SAMPLE ASSESSMENT MATERIALS (SAMS)

First teaching: September 2018 | First certification: Summer 2019

ISSUE 1

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Pearson BTEC Level 2 Technical Certificate in Marketing

Unit 1: Marketing in Business

Information for candidates

Instructions

- Answer all questions.
- An onscreen notepad is provided for you to make notes during the test. These notes will not be marked.
- An onscreen calculator is provided for questions which require calculation.
- An accessibility panel is provided on every screen. This allows you to magnify your screen and apply a range of colour filters

Information

- The assessment is **1 hour 15 minutes** in duration.
- The **total mark** for this test is **60**.
- The number of marks for each question is shown in brackets e.g. (2). Use this as a guide as to how much time to spend on each question.

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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Start Test

Test Player Preview

Section A
Answer all questions

Which of these describes the function of marketing? (1)

Select **one** option.

- Converting enquiries into leads
- Demonstrating a range of products and services
- Anticipating and satisfying customer requirements
- Finding new customers through cold calling

⏪ Previous | 1 / 25 | Next ⏩ | ⌚ 00:45 | Marks | Save

Test Player Preview

Which of these are marketing objectives for a business? (2)

Select **two** options.

- To break even
- To offer value for money
- To develop new products
- To support the community
- To meet the needs of customers

⊕ ? 🚩 ◀ Previous 2 / 25 Next ▶ ⌚ 00:45 Marks Save

Test Player Preview

Match the job role to the correct social grade. (2)

Click on the job roles and match one social grade for each.

Job roles	Social grades
Electricians	A: upper middle class
	B: middle class
	C1: lower middle class
Doctors	C2: skilled working class
	D: working class

Navigation: Previous 3 / 25 Next 00:45 Marks Save

Test Player Preview

A marketing agency collects customer information.

Which of these are requirements of the General Data Protection Regulation (GDPR) 2018? (2)

Select **two** options.

- Information must be kept up to date
- Information must be in electronic format
- Information must be shared with others
- Information must be accessible to everyone
- Information must be stored for no longer than necessary

⏪ Previous 4 / 25 Next ⏩ 00:45 Marks Save

Test Player Preview

The marketing department is responsible for producing marketing communications.

Which of these is a marketing communication method? (1)

Select **one** option.

Packaging

Online research

Government reports

Advertising codes

ⓘ ? 🚩 ◀ Previous 5 / 25 Next ▶ ⌚ 00:45 Marks Save

Test Player Preview

A marketing department wants to carry out research to help product development.

Which of these is a quantitative research method? (1)

Select **one** option.

In-depth interviews

Focus groups

Click streams

Mystery shopping

ⓘ ? 🚩 < Previous 6 / 25 Next > ⏸ 00:45 Marks Save

Test Player Preview

Which of these businesses aims to make a profit? (1)

Select **one** option.

- A voluntary sector business
- A charitable trust
- A public limited company
- A public corporation

ⓘ ? 🚩 < Previous 7 / 25 Next > ⌚ 00:45 Marks Save

Test Player Preview

Which of these contains legislation on advertising? (1)

Select **one** option.

- Marketing communications (MarCom)
- Advertising Standards Authority (ASA)
- Community interest companies (CICs)
- Consumer Protection from Unfair Trading Regulations 2008 (CPRs)

ⓘ ? 🚩 ⏪ Previous 8 / 25 Next ⏩ ⌚ 00:45 Marks Save

Test Player Preview

Which of these is an appropriate method of promotion for a private maths tutor? (1)

Select **one** option.

Flash mob

Local freesheet

National television

Electronic billboard

ⓘ ? 🚩 ⏪ Previous 9 / 25 Next ⏩ ⌚ 00:45 Marks Save

Test Player Preview

Which of these are examples of content marketing for a new product? (2)

Select **two** options.

Blogs

Podcasts

Brochures

Exhibitions

Banners

⊕ ? 🚩 ⏪ Previous 10 / 25 Next ⏩ ⌚ 00:45 Marks Save

Test Player Preview

A marketing agency is conducting primary research before the launch of a new service.

Which of these is a primary research method? (1)

Select **one** option.

- Talking to customers
- Researching on the internet
- Reading government reports
- Reviewing commercial research

⬅ Previous 11 / 25 Next ➡ ⌛ 00:45 Marks Save

Test Player Preview

A travel agency wants to target potential customers aged 18–30.

What type of market segment is this? (1)

Select **one** option.

Geographic

Behavioural

Demographic

Psychographic

⊕ ? 🚩 < Previous 12 / 25 Next > ⌚ 00:45 Marks Save

Test Player Preview

Which of these describes mass marketing? (1)

Select **one** option.

- Developing a global business strategy for the market
- Developing a product for one segment of the market
- Developing products for different segments of the market
- Developing products for the whole market

ⓘ ? 🚩 ◀ Previous 13 / 25 Next ▶ ⌚ 00:45 Marks Save

Test Player Preview

A taxi business calculates its prices by adding a 50% mark-up to a driver's wages and fuel for a journey.

What type of pricing strategy is this? (1)

Select **one** option.

Value

Cost plus

Skimming

Competitor based

⏪ Previous 14 / 25 Next ⏩ 00:45 Marks Save

Test Player Preview

People who work in marketing need a range of skills.

Match the skill to the correct task. (2)

Click on the skills and match one task for each.

Skills	Tasks
	Interviewing people
Interpersonal communications	Time management
	Monitoring staff
	Setting up displays
Creativity and expression	Processing orders

ⓘ ? 🚩 ◀ Previous 15 / 25 Next ▶ ⌚ 00:45 Marks Save

Test Player Preview

Brown's is a book seller. It has been emailing existing customers with promotional advertising.

Explain **one** reason why Brown's would target communications at existing customers. (2)

Type your answer in the box.

⬅ Previous 16 / 25 Next ➡ ⌚ 00:45 Marks Save

Test Player Preview

Vanilla Pod Cakes specialises in the making and selling of wedding cakes. This is a niche market.

Explain **one** way in which niche marketing is important to Vanilla Pod Cakes. (4)

Type your answer in the box.

⬅️ Previous 17 / 25 Next ➡️ ⌚ 00:45 Marks Save

Test Player Preview

Snazzy Sunglasses sells a range of branded sunglasses.

Explain **one** advantage of branding to a business such as Snazzy Sunglasses. (4)



Type your answer in the box.

⊕ ? 🚩 ◀ Previous 18 / 25 Next ▶ ⌚ 00:45 Marks Save

Test Player Preview

Scenario A should be used to answer screens 19 to 21.

Read **Scenario A** carefully before beginning the questions.

The scenario will be available on each question by clicking on the  scenario 

Scenario A









Bestbean is a chain of 10 successful coffee shops in the UK.

Some of its success is due to digital marketing. Bestbean uses social media to market its coffee shops and products. It shares customers' posts and photos, responds to queries and posts marketing videos.



Bestbean plans to launch a new flavoured coffee.

It is carrying out some market research through talking to its customers in store and through online surveys.

Back

    19 / 25   00:45  

Test Player Preview



This question relates to the **Scenario A**. This can be viewed by selecting the quick reference  button 

Section B
Answer all questions

Explain **one** benefit to Bestbean of using market-research data from customers when planning a marketing campaign for its new flavoured coffee. (2)

Type your answer in the box.

Test Player Preview



This question relates to the **Scenario A**. This can be viewed by selecting the quick reference  button [Quick Reference](#) 

Bestbean has used a PESTLE analysis to help with its marketing decisions.

Explain **one** way in which using a SWOT analysis would also help Bestbean when developing the new flavoured coffee. (4)









Type your answer in the box.

Test Player Preview

This question relates to the **Scenario A** . This can be viewed by selecting the quick reference  button 

Explain **two** benefits to Bestbean of using social media marketing (SMM). (4)



Type your answers in the boxes.

    21 / 25   00:45  

Test Player Preview

Scenario B should be used to answer screens 22 to 23.

Read **Scenario B** carefully before beginning the questions.

The scenario will be available on each question by clicking on the  scenario 









Scenario B

Katy Crosstown is a chain of UK retail stores selling high-quality designer handbags. Prices start at £450 and sales are currently good.

Their current target market is high-income earning women aged over 35. Katy Crosstown is keen to increase sales and brand awareness by targeting a younger market.

As part of its next marketing campaign, Katy Crosstown is considering giving free designer handbags to particular celebrities.

Back

    22 / 25   00:45  

Test Player Preview



This question relates to the **Scenario B**. This can be viewed by selecting the quick reference  button [Quick Reference](#) 

Explain **two** benefits to Katy Crosstown of knowing the needs and wants of a younger target market. (4)

Type your answers in the boxes.





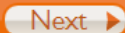


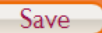
   [Previous](#) 22 / 25 [Next](#)  00:45 [Marks](#) [Save](#)

Test Player Preview

This question relates to the **Scenario B**. This can be viewed by selecting the quick reference  button 

Evaluate whether giving free designer handbags to celebrities will be an appropriate marketing activity for Katy Crosstown. (6)



Type your answer in the box.

    23 / 25   00:45  

Test Player Preview

Scenario C should be used to answer screens 24 to 25.

Read **Scenario C** carefully before beginning the questions.

The scenario will be available on each question by clicking on the  scenario 

Scenario C








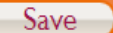
Phil works at Tip Top Kits (TTK), a sportswear store. It is an established business with many regular customers.

TTK has a website to promote its product range, but it does not sell online.



TTK wants to increase sales but faces competition from other retailers selling sportswear in nearby shops and online.

Phil thinks TTK should change its website to allow customers to order and purchase products online.

Back





    24 / 25   00:45  

Test Player Preview


This question relates to the **Scenario C**. This can be viewed by selecting the quick reference  button [Quick Reference](#) 

Explain **two** reasons why it is important for this business to keep its customers satisfied. (4)

Type your answers in the boxes.



   [Previous](#) 24 / 25 [Next](#)  00:45 [Marks](#) [Save](#)

Test Player Preview

This question relates to the **Scenario C**. This can be viewed by selecting the quick reference  button 

Discuss the possible impact on TTK of selling its products online. (6)

Type your answer in the box.

    25 / 25   00:45  

Unit 1: Marketing in Business – sample mark scheme

General marking guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark scheme, not according to their perception of where the grade boundaries may lie.
- All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should be prepared to award zero marks if the learner's response is not worthy of credit, according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a learner's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the learner has replaced it with an alternative response.

Specific marking guidance for levels-based mark schemes*

Levels-based mark schemes (LBMS) have been designed to assess learners' work holistically. They consist of two parts: indicative content and levels-based descriptors. Indicative content reflects specific content-related points that learners might make. Levels-based descriptors articulate the skills that learners are likely to demonstrate in relation to the skills being assessed in the question. The levels represent the progression of these skills.

When using a levels-based mark scheme, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches learners' response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the level descriptor, and will be modified according to how securely all traits are displayed at that band.

Section A

Question number	Answer	Mark
1	Anticipating and satisfying customer requirements.	(1)

Question number	Answer	Mark
2	<ul style="list-style-type: none"> To develop new products. To meet the needs of the customers. 	(2)

Question number	Answer	Mark
3	<ul style="list-style-type: none"> Electricians – C2: skilled working class. Doctors – A: upper middle class. 	(2)

Question number	Answer	Mark
4	<ul style="list-style-type: none"> Information must be kept up to date. Information must be stored for no longer than necessary. 	(2)

Question number	Answer	Mark
5	Packaging.	(1)

Question number	Answer	Mark
6	Clickstreams.	(1)

Question number	Answer	Mark
7	A public limited company.	(1)

Question number	Answer	Mark
8	The Consumer Protection from Unfair Trading Regulations 2008 (CPRs).	(1)

Question number	Answer	Mark
9	Local freesheet.	(1)

Question number	Answer	Mark
10	<ul style="list-style-type: none"> • Blogs. • Podcasts. 	(2)

Question number	Answer	Mark
11	Talking to customers.	(1)

Question number	Answer	Mark
12	Demographic.	(1)

Question number	Answer	Mark
13	Developing products for the whole market.	(1)

Question number	Answer	Mark
14	Cost plus.	(1)

Question number	Answer	Mark
15	<ul style="list-style-type: none"> • Interpersonal communications – interviewing people. • Creativity and expression – setting up displays. 	(2)

Question number	Answer	Mark
16	<p>Award 1 mark for identifying a point plus 1 mark for an accurate explanation, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Brown's will already have records for these customers (1) so it will be easier to reach these customers with new promotions (1). • Brown's will have spent money persuading these customers to buy from them (1). Getting repeat business/persuading existing customers to buy again is much cheaper than getting new customers (1). <p>Accept any other appropriate answer, up to a maximum of 2 marks.</p>	(2)

Question number	Answer	Mark
17	<p>Award 1 mark for identification of what niche marketing is, and 1 mark for how it benefits the business. Award up to 2 marks for each linked explanation, up to a maximum of 4 marks.</p> <ul style="list-style-type: none"> Niche marketing is aiming a product at a specific type of consumer/a smaller segment of a larger market (1) and gives Vanilla Pod Cakes a clear focus/target customer (1), making customers easier to get/find/reach (1) and so lowering marketing costs (1). As Vanilla Pod Cakes has less competition in a niche market (1), products can be tailored to exact customer requirements (1) and so the business can charge a higher price (1), making profit margins higher (1). <p>Accept any other appropriate answer, up to a maximum of 4 marks.</p>	(4)

Question number	Answer	Mark
18	<p>Award 1 mark for identification of what branding is and 1 mark for how branding can be used to the benefit of the business. Award up to 2 marks for each linked explanation, up to a maximum of 4 marks.</p> <ul style="list-style-type: none"> Branding is the use of a name to identify a product/service (1). Customers may think that branded sunglasses are better (1) and will pay more for these sunglasses (1), which will help the business financially/increase profit margins (1). Using a symbol/image/colour to identify a product is called branding (1). Brands are often seen as being of higher quality (1). This will attract/retain customers (1) who will make repeat purchases of sunglasses (1). <p>Accept any other appropriate answer, up to a maximum of 4 marks.</p>	(4)

Section B

Question number	Answer	Mark
19	<p>Award 1 mark for identifying a point, plus 1 mark for development, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> Marketing research data can be used to determine if the new flavoured coffee would be popular with customers (1). Knowing/supplying what the customer wants could increase sales (1). It will give Bestbean a knowledge of what customers would pay for the new flavoured coffee (1), so it can use an appropriate pricing policy (1). <p>Accept any other appropriate answer, up to a maximum of 2 marks.</p>	(2)

Question number	Answer	Mark
20	<p>Award 1 mark for identification of SWOT, 1 mark for how it can benefit the business, and implications to the business (up to 2 marks), for a total of 4 marks.</p> <ul style="list-style-type: none"> A SWOT analysis looks at the Strengths, Weaknesses, Opportunities and Threats of Bestbean (1). This analysis is good for Bestbean as it considers both internal and external factors (1), which allows Bestbean to match its strengths to market opportunities (1), and this information can be used to develop a new type of flavoured coffee that meets customer needs more effectively (1). SWOT stands for Strengths, Weaknesses, Opportunities and Threats (1). It will benefit Bestbean as it allows them to consider threats to the business (1) that could prevent their new product from being successful (1). This will save time/money in developing a product that might not sell (1). <p>Accept any other appropriate answer, up to a maximum of 4 marks.</p>	(4)

Question number	Answer	Mark
21	<p>Award 1 mark for each benefit and 1 mark for each linked justification.</p> <ul style="list-style-type: none"> • Bestbean uses social media to share content/make the business seem attractive to customers (1), and so encourages them to use the business (1). • Bestbean uses social media to listen to their customers (1) so that they can serve them better/get valuable ideas and feedback (1). • Bestbean uses social media to respond to their customers (1) to show that it cares for the customers/makes them feel that they are part of the business/develops loyalty (1). • Bestbean is building an online community (1), which can grow awareness of the business (1). <p>Accept any other appropriate answer, up to a maximum of 4 marks.</p>	(4)

Question number	Answer	Mark
22	<p>Award 1 mark for each benefit and 1 mark for each linked justification.</p> <ul style="list-style-type: none"> • More likely to produce the handbags that these younger customers want (1) so it will have fewer handbags that do not sell/have to be reduced in price (1). • Prices for the handbags will be set at the correct level (1), therefore younger customers are more likely to be able to afford them (1). • Promotional materials featuring the handbags will contain appropriate information (1), and are therefore more likely to persuade younger people to buy the handbags (1). • Katy Crosstown can attract a new target market/aspirational customers (1) who will remain loyal to the brand over time (1). <p>Accept any other appropriate answer, up to a maximum of 4 marks.</p>	(4)

Question number	Answer	Mark
23	<p>Award answers that refer to any one of the following.</p> <p>Benefits:</p> <ul style="list-style-type: none"> • enhances the Katy Crosstown brand/makes the brand appear fashionable • increases consumer awareness of brand • attracts customers who like those celebrities • generates free promotion through photographs in magazines/online • it is a relatively cheap source of promotion compared to advertising. <p>Drawbacks:</p> <ul style="list-style-type: none"> • cost of giving away the designer bags • potential damage to the brand if the celebrity does something to lose popularity/gets bad press • other elements of the marketing mix may be more important, such as the quality of the product • not all consumers follow celebrities, so other elements need to be stressed to customers, e.g. the quality of the bags. <p>N.B. Other marketing activities might be more appropriate.</p>	(6)

Mark scheme (award up to 6 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.

Level	Mark	Descriptor - Evaluate
Level 0	0	No rewardable material.
Level 1	1–2	<ul style="list-style-type: none"> Some key aspects identified, points made or factors considered or one described in some detail. The answer may be in the form of a list. Points made or factors considered will be superficial/generic and not applied/directly linked to the information, data or situation given in the question. There will be limited reference to the relative importance of the aspects/points/factors considered, and the conclusion will be asserted rather than supported.
Level 2	3–4	<ul style="list-style-type: none"> Some key aspects identified, or a few key points/factors described but with more emphasis on one of these. The answer will be unbalanced. Aspects/factors/points made will mainly be relevant to the issues but the link will not always be clear. Some consideration or reference will be given to the given information, data or situation but this will not necessarily support the answer well. An attempt will be made to consider the relative importance of aspects/points/factors and/or come to a conclusion, but neither will be well-developed.
Level 3	5–6	<ul style="list-style-type: none"> A range of aspects described, or a few key ones explained in depth. All sides of the case are considered and the answer is well balanced, giving weight to all factors. Most points made will be relevant and there will be a clear link to the topic of the question and use of the given data or information. There will be some consideration of the relative importance of factors, and a conclusion is given with some justification.

Question number	Answer	Mark
24	<p>Award 1 mark for each reason and 1 mark for each linked justification.</p> <ul style="list-style-type: none"> Satisfied customers might buy more (1), which will increase sales (1). They may tell their friends about the business (1), which will increase reputation (1). They may visit more often (1), which will raise brand awareness (1). <p>Accept any other appropriate answers, up to a maximum of 4 marks.</p>	(4)

Question number	Answer	Mark
25	<p>Award answers that refer to any one of the following.</p> <p>Benefits of selling online:</p> <ul style="list-style-type: none"> • selling online gives an additional buying channel to TTK, the online store can operate alongside the physical store • TTK would have an expanded geographical reach • open for business 24/7 rather than shop hours as at present • greater flexibility to offer deals to online purchasers • it will provide another marketing channel as the online store can support digital marketing with customer reviews and testimonials. <p>Drawbacks of selling online:</p> <ul style="list-style-type: none"> • it will cost money to change TTK’s current website – will need to secure and maintain a professional e-commerce website • additional costs of delivering goods • cost of dealing with returns – as sportswear cannot be tried on prior to purchase customers may want to send back unsuitable goods • security and fraud: the reputation of TTK could be fatally damaged if it does not have the latest security systems to protect the website and transaction processes • legal issues such as additional customer rights are attached to online sales, which do not apply to sales from a physical store. 	(6)

Mark scheme (award up to 6 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.

Level	Mark	Descriptor - Discuss
Level 0	0	No rewardable material.
Level 1	1–2	<ul style="list-style-type: none"> • Some key aspects identified, points made or factors considered or one described in some detail. The answer may be in the form of a list. • Points made or factors considered will be superficial/generic and not applied/directly linked to the information, data or situation given in the question. • There will be limited reference to the relative importance of the aspects considered.
Level 2	3–4	<ul style="list-style-type: none"> • Some key aspects identified, or a few key points/factors described. There will be some (limited) consideration of links or differences (compare and contrast). • Aspects/factors/points made will mainly be relevant to the issues but the link will not always be clear. Some consideration or reference will be given to the given information, data or situation but this will not necessarily support the answer well. • An attempt will be made to consider the relative importance of aspects raised but this will not be well-developed.
Level 3	5–6	<ul style="list-style-type: none"> • A range of aspects described, or a few key ones explained in depth. All sides of the case are considered and the answer is well balanced, considering links or differences (compare and contrast). • Most points made will be relevant and there will be a clear link to the topic of the question and use of the given data or information. • Learners will recognise the relative importance of issues raised in the question.




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