



Mark Scheme

January 2017

**NQF BTEC Level 1/Level 2 Firsts in  
Business**

Unit 9: Principles of Marketing (21325)

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than 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 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 also be prepared to award zero marks if a candidate's response is not worthy of credit according to the mark scheme.
- Where some judgment is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt about applying the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Phonetic spelling should be accepted.

**BTEC Next Generation Mark Scheme  
Business Level 2 Unit 9**

Question Number	Answer	Mark
1	<ul style="list-style-type: none"> <li>- Magazines</li> <li>- Newspapers</li> <li>- Websites</li> <li>- Government reports/statistics</li> </ul> <p>Accept any other appropriate response.</p> <p>Do not accept 'internet', 'graphs' or methods of collection</p>	1

Question Number	Answer	Mark
2	<p>A specific group of customers at whom products are aimed/who buy the product.</p> <p>A group of people who products are targeted at, based on gender or age.</p>	1

Question Number	Answer	Mark
3	<ul style="list-style-type: none"> <li>- Competitors</li> <li>- Political factors</li> <li>- Economic issues, e.g. recession, change in interest rates</li> </ul> <p>Accept any other appropriate responses linked to PESTLE.</p>	1

Question Number	Answer	Mark
4	<ul style="list-style-type: none"> <li>- Revenue/Sales</li> <li>- Profits</li> <li>- Number of units sold</li> <li>- Market share</li> </ul> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
5	- To compare the performance of your business against a competitor/industry averages/international standards	1

Question Number	Answer	Mark
6a	Business to Business (market), B2B (market), b2b (market) Or Niche (market)	1

Question Number	Answer	Mark
6b	The extent to which costs are controlled so that revenue is turned into profit.  The ability of a business to earn a profit.  A measure of the profit that can be made.  Accept any other appropriate response.  Do not accept 'make a profit'.	1

Question Number	Answer	Mark
6c	- Advertising campaigns - Develop a brand - Social media posts - Leafleting - Direct selling  Accept any other appropriate response.	1

Question Number	Answer	Mark
6d	<ul style="list-style-type: none"> <li>- In order to develop products that match their needs (1) so they are more likely to purchase them (1)</li> <li>- So that promotional activity can be tailored (1) to emphasise how products meet their needs (1)</li> <li>- So that direct selling activity is focused (1) on specific issues that concern customers (1)</li> <li>- So the products reflect current trends (1) to keep ahead of competitors (1)</li> </ul> <p>Accept any other appropriate response.</p>	4

Question Number	Indicative content	Mark
6e	<p><b>Arguments include</b></p> <ul style="list-style-type: none"> <li>- Mass media-based promotion is likely to be ineffective.</li> <li>- Advertising in trade journals and production of brochures are likely to be more appropriate as these are read by relevant audiences.</li> <li>- The company may set up stands at exhibitions where businesses look for suppliers.</li> <li>- Personal selling is an appropriate approach because of - the relatively small number of potential customers (compared to B2C) - the complexity of the products - personal selling allows the sales pitch to be specific to each client.</li> <li>- The type of products designed will be influenced, e.g. the specific details of the service offered would be very different to that offered to domestic clients.</li> <li>- Pricing will be personalised - B2C markets might have a list of set prices for specific goods, but there will need to be more flexibility to negotiate with business clients, e.g. If they want to place a very big order.</li> <li>- The company's premises would not need to be in a busy area, but it would need to be somewhere smart that can impress potential clients.</li> <li>- The company would need to conduct research into the specific needs of industrial clients. This type of information</li> </ul>	8

	is less likely to be available from secondary sources.	
<b>Level</b>	<b>Descriptor</b>	
0 0 marks	No rewardable material.	
1 1-3 marks	<p>A few key points identified, or one point described in some detail. The answer is likely to be in the form of a list. Only one viewpoint considered. Points made will be superficial/generic and not applied/directly linked to the situation in the question.</p> <p>At the bottom of this level the candidate will identify one element of the marketing mix/marketing activity that could be influenced by the target market.</p> <p>At the top of this level the candidate will identify three or more elements of the marketing mix/marketing activity that could be influenced by the target market. Or two elements/activities identified, one of which has some development.</p>	
2 4-6 marks	<p>Some points identified, or a few key points described. Consideration of more than one viewpoint but there will be more emphasis on one of them. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.</p> <p>At the bottom of this level the candidate will describe two ways the target market could influence marketing activities. The link between the target market and marketing activities will not always be clear. The response may be unbalanced.</p> <p>At the top of this level the candidate will describe three ways the target market could influence marketing activities. The link between the target market and marketing activities will be clear. The response may be unbalanced.</p>	
3 7-8 marks	<p>Range of points described, or a few key points explained in depth. All sides of the case are considered and the answer is well-balanced, giving weight to all viewpoints. The majority of points made will be relevant and there will be a clear link to the situation in the question.</p> <p>At the bottom of this level the candidate will explain three or more ways the target market could influence marketing activities. The link between the target market and marketing activities will be clear. The response is balanced.</p> <p>At the top of this level the candidate will explain in detail three or more ways the target market could influence marketing activities. The link between the target market and marketing activities will be clear. The response may be balanced.</p>	

Question Number	Answer	Mark
7	SWOT Or PESTLE Or PEST Or Market mapping  Accept any other appropriate response.	1

Question Number	Answer	Mark
8a	Interviews	1

Question Number	Answer	Mark
8b	They would want to know about new products (1) so they can develop alternatives. (1) They would want to monitor competitors' promotional activities (1) to inform their own marketing communications. (1) They would want to know competitor expansion plans (1) as they are planning to open a second coffee shop. (1)	2

Question Number	Answer	Mark
8c	Potential customers respond (1) to advertising/promotional techniques/new products. (1) The way that consumers use products (1) such as the volume they consume. (1) The locations in which consumers use products (1) e.g. whether they use the product at home or at work. (1)	2

Question Number	Answer	Mark
9a	<ul style="list-style-type: none"> <li>- Religious beliefs</li> <li>- Eating habits</li> <li>- Drinking habits</li> <li>- Local/ethnic customs</li> </ul> <p>Accept any other appropriate response.</p> <p>Do not accept organic/fair trade products as these are ethical issues.</p>	2

Question Number	Answer	Mark
9b	<ul style="list-style-type: none"> <li>- By interviewing existing customers (1) it is possible to identify common features/characteristics. (1)</li> <li>- By carrying out surveys of the population (1) it is possible to identify groups with similar preferences. (1)</li> </ul>	2

Question Number	Answer	Mark
9c	<ul style="list-style-type: none"> <li>- Data is easily available within the business (1) so there is no additional cost to gathering this data. (1)</li> <li>- Data can be quickly obtained from company files/records (1) and this data will not be available to competitors. (1)</li> </ul>	2

Question Number	Answer	Mark
9d	<ul style="list-style-type: none"> <li>- Increased use of the internet by coffee drinkers (1) might mean that they need to set up WIFI in their café. (1)</li> <li>- Customers might be able to get good quality coffee machines for their home (1) meaning that there is less attraction in going out for a drink. (1)</li> <li>- Customers might be more likely to use social media (1) therefore the business would need to adapt its promotional activity. (1)</li> <li>- Customers can get more information about the product over the internet (1) which allows customers to make informed decisions about the price they pay. (1)</li> </ul>	4

Question Number	Answer	Mark
10a	<ul style="list-style-type: none"> <li>- Campaign for paying a fair amount of tax (1) has led to a lot of PR activity. (1)</li> <li>- Public concern about treating suppliers fairly (1) has led to the business selling fair trade goods. (1)</li> <li>- Concern about rising levels of homelessness (1) has led to the introduction of the 'Get one give one' scheme/supporting 'Sleep Easy'. (1)</li> </ul> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
10b	<ul style="list-style-type: none"> <li>- If the business has deadlines for its marketing activities (1) it is possible for managers to see if they are going to complete targets in time. (1)</li> <li>- If the results of the marketing activity can be measured (1) then this means it is clear how close the business is to meeting targets. (1)</li> <li>- If the goals of the marketing mix are specific (1) then there is no confusion among staff about what they are trying to achieve. (1)</li> </ul> <p>Accept any other appropriate response.</p>	4

Question Number	Answer	Mark
10c	<p>Arguments for the significance of political factors</p> <ul style="list-style-type: none"> <li>- Objections by local residents meant that the business could not offer music nights.</li> <li>- Lobbying government for changes in tax law might lead to lower business costs and have created positive publicity.</li> <li>- The company is involved in a number of campaigns for good causes/ethical issues that will win support of pressure groups.</li> </ul> <p>Arguments against</p> <ul style="list-style-type: none"> <li>- The business is targeting a specific group of customers - their needs and interests might be more important - if they are not interested in politics then this activity is pointless.</li> <li>- Political activity such as campaigning might</li> </ul>	8

	<p>cause damage to the reputation of the firm/undermine brand value/might lead to a backlash.</p> <ul style="list-style-type: none"> <li>- The development of other aspects of the brand image might be more important in winning customers over.</li> <li>- The quality of the product is more important than political factors, especially if they want customers to pay high prices.</li> </ul>	
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Level	Descriptor
0 0 marks	No rewardable material.
1 1-3 marks	<p>Basic arguments on both sides identified, or only one side considered. The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question. No conclusion produced or the conclusion a consequence of only one side of the argument being considered.</p> <p>At the bottom of this level one point is identified. The answer is likely to be in the form of a list.</p> <p>At the top of this level there will be three points identified or two points, one of which has some superficial development. The answer will be generic and not applied to the situation in the question. The answer is likely to be unbalanced and without a conclusion.</p>
2 4-6 marks	<p>Arguments for and against are described, but there will be more emphasis on one side than the other. The answer will be unbalanced. A conclusion is present, but this is either implicit or as a result of unbalanced consideration of the arguments. There is little or unfocused justification of the conclusion. Most points made will be relevant to the situation in the question, but the link will not always be clear.</p> <p>At the bottom of this level the impact of two political factors on the marketing mix will be developed. The answer is likely to be unbalanced. An unsupported conclusion is present. There will be tentative links to the scenario.</p> <p>At the top of this level the impact of three or more political factors on the marketing mix will be developed. Most points made will be relevant to the situation in the question, but the link will not always be clear. The answer is likely to be unbalanced. There will be some attempt at drawing a conclusion but this may be implied/unclear/unsupported.</p>
3 7-8 marks	Balanced explanation of both sides for and against. A conclusion is produced which is justified clearly linked to the consideration of arguments for and against, and their relative importance to the situation. The majority of points made will be relevant and there will be a clear link to the situation in the question.

	<p>At the bottom of this level there will be a detailed development of the impact of political factors on the marketing mix. The answer will be balanced. There will be a conclusion but not fully justified.</p>
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	<p>At the top of this level both sides of the case for the impact of political factors on the marketing mix are considered in detail. The answer is well balanced, giving weight to different viewpoints. The majority of points made will be relevant and there will be a clear link to the situation in the question. There will be a fully justified conclusion.</p>
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