



Mark Scheme (Results)

January 2014

NQF BTEC Level 1/Level 2 Firsts in
Business

Unit 9: Principles of Marketing
(21325E)

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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.
- There is no ceiling on achievement. 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 also be prepared to award zero marks if the candidate'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 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.

Question Number	Answer	Mark
1	Achievable Achieved Achieve Agreed Agree Attainable Attained Attain Accept misspellings. Do not accept any other answer.	(1)

Question Number	Answer	Mark
2	Award one mark for any of the following: <ul style="list-style-type: none"> • clothes • shoes • food • computer games • books • TVs. • Mobile Telephone Accept types of consumer good or specific examples.	(1)

Question Number	Answer	Mark
3(a)	<p>Identify the market. (1) Get to know competitors/competitor activity. (1) Find out about consumer behaviour/consumers. (1) Identify trends. (1)</p> <p>Accept any other appropriate answers. Do not accept "to improve the business" as the nature/type/area of improvement must be stated.</p>	(2)

Question Number	Answer	Mark
3(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • published research • journals • newspapers • books • government data • websites <p>Accept types of secondary data or specific examples, e.g. Mintel.</p>	(1)

Question Number	Answer	Mark
3(c)	<p>Sales (figures) (1) Census (data) (1) Footfall (1) Population trends/data/figures (1)</p> <p>Accept any other appropriate answers. Maximum 1 mark each, e.g. 1 mark for 2 different examples of the same point.</p>	(2)

Question Number	Answer	Mark
4(a)	<p>Award one mark for a simple definition of niche market and one mark for relevant development/example.</p> <p>A small group of customers (1) who have specialised needs (1).</p> <p>Section of a market that is not served by mainstream businesses (1) where customers may have unmet needs (1).</p> <p>Selling products/services to a specific group (1) e.g. clothes for tall women (1).</p>	(2)

Question Number	Answer	Mark
4(b)	<p>Award one mark for identification and one additional mark for appropriate expansion up to a maximum of four marks.</p> <p>They can justify a higher price (1) because customers will pay more for a product that is better quality/has an improved feature (1).</p> <p>Gives it an advantage over its competitors (1) because this product can't be sold by them (1).</p> <p>Customers are attracted to the products (1) allowing the company to gain a greater market share (1).</p>	(4)

Question Number	Indicative content
4(c)	<p>Two possible influences are suggested in the question stem but learners can discuss other relevant factors if they choose and should not be penalised for doing so.</p> <p>Possible points for discussion might include:</p> <ul style="list-style-type: none">- Competitor influence might encourage the company to make their prices more competitive or to develop new products- A recession in the economy might encourage the company to produce cheaper versions of their products with less features or to seek direct distribution channels with higher profit margins- Ethical issues such as paying taxes or using child/sweatshop labour in foreign countries might damage brand image and require a promotional campaign to fix the damage. <p>Award other valid responses relating to relevant factors affecting the marketing mix of a technology company.</p>

Level	Descriptor
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>The learner will demonstrate knowledge of the marketing mix and/or factors that influence it.</p> <p>At the bottom of this level the candidate will identify elements of the marketing mix and/or factors that influence it or describe one element of the marketing mix/influence.</p> <p>At the top of this level the candidate will describe at least one element of the marketing mix and one influence and attempt to show a link between them which may not be relevant or well articulated.</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 one or more influences on the marketing mix, showing a link between the influence and one or more elements of the marketing mix. The response may be unbalanced.</p> <p>At the top of this level the candidate will explain one or more influences on at least one element of the marketing mix in the context of the question. 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 two or more influences on at least two elements of the marketing mix in the context of the question. The response will be balanced.</p> <p>At the top of this level the candidate will give a detailed explanation of two or more influences on at least two elements of the marketing mix in the context of the question. The response will be balanced.</p>

Question Number	Answer	Mark
5	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • to gain market share • to gain new customers • grab the attention of new customers • to develop brand awareness • he is worried about the decline in the market share • competition from rival brands • to encourage customer loyalty • to gain advantage over competitors. <p>Accept other ways of expressing these concepts. Do not accept any other responses.</p>	(1)

Question Number	Answer	Mark
6	<p>Business to Business</p> <p>Accept any other appropriate ways of expressing this concept. Do not accept any other answer.</p>	(1)

Question Number	Answer	Mark
7	<p>Product Product orientated Product orientation Product facing Product facing market</p> <p>Accept misspellings. Do not accept any other answer.</p>	(1)

Question Number	Answer	Mark
8(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • logo • colour • symbol • image • celebrity endorsement • brand name • personality • strapline/slogan. <p>Accept any other appropriate answers. Do not accept examples, e.g. Mama's Kitchen.</p>	(1)

Question Number	Answer	Mark
8(b)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Creating brand extensions. The brand will be instantly recognisable. Creating brand value. Creating a brand personality. Differentiation Brand loyalty.</p> <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
9(a)	<p>Guerrilla advertising Guerrilla promotion Website</p> <p>Accept misspellings. Accept any other appropriate answers.</p>	(1)

Question Number	Answer	Mark
9(b)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Limited edition ranges/new products. Television advertising. Personal selling to supermarket chains. Competitive pricing.</p>	(2)

Question Number	Answer	Mark
10(a)	<p>Mario could distribute a questionnaire (1) to a random sample of people. / with questions about their favourite pizza toppings (1).</p> <p>Mario could read market research reports (1) to find out about consumer's tastes (1).</p> <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
10(b)	<p>Award one mark for identification and one additional mark for appropriate expansion up to a maximum of four marks.</p> <p>Advantage: the business is more able to charge a premium price (1) because no competitor business operates in this sector (1).</p> <p>Disadvantage: there might be lower demand for this kind of product (1) because people are unfamiliar with unique flavours and it may take time to establish demand (1).</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
10(c)i	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Wholesaler. Website/e-commerce/online shop. Through a restaurant.</p> <p>Accept any other appropriate ways of expressing these concepts. Do not accept social media.</p>	(2)

Question Number	Answer	Mark
10(c)ii	<p>Mario would have a larger profit margin if he sold direct to the supermarket chains (1) as long as he is good enough at negotiating to get a good deal for his products (1).</p> <p>Mario could use cheaper B2B promotional methods if he sells to wholesalers (1) like targeting them with personal selling (1).</p> <p>If Mario sells though a wholesaler then he might be able to sell to a wide range of businesses (1) but they might not buy his product if it doesn't have a well-known brand (1).</p> <p>By concentrating on a few big wholesale customers Mario could invest money saved on delivery costs into B2C promotion methods (1) which would allow him to make his products more attractive to the public and therefore more popular with B2B customers (1).</p> <p>Selling directly to the public or small shops via a website would allow Mario to control his brand image (1) which would differentiate his business make it more valuable in the long term (1).</p> <p>Mario could use a distribution deal with restaurants to gain a higher quality image (1), which could help Mario position his own brand upmarket and allow his products to be sold at a higher price (1).</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Indicative content	
10(d)	<p>Guerilla advertising defined: This is where a business uses unconventional methods of promotion or locations to display promotional material in order to gain attention and/or to shape the brand image of the business. For example, Mario might arrange a flash mob involving people dressed as pizzas.</p> <p>Possible points for discussion include:</p> <ul style="list-style-type: none"> - Guerilla advertising might give the business a unique selling point in the market. - This type of advertising is relatively cheap but can have a big impact if it attracts media attention. - This can change the image of the business, making it seem 'cool'. - The adverts can create a particular brand image. <p>However:</p> <ul style="list-style-type: none"> - People might see this as a 'stunt' and it might damage their opinion of Mario's brand. - The advertising might not be appropriate to Mario's brand image. - The advertising would need to be well planned to be effective and Mario does not have any experience of this. 	(8)

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 the learner will identify a reason why it is appropriate/inappropriate.</p> <p>At the top of this level the learner will identify up to three reasons why it is appropriate/inappropriate. This is likely to be a list.</p>
2 4-6 marks	<p>Arguments for and against are developed, 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 learner will develop the argument for only appropriate or inappropriate leading to a conclusion. This may not be applied to the scenario.</p> <p>At the top of this level the learner will develop points for and against the use of guerrilla advertising leading to a conclusion. This may not be applied to the scenario.</p>
3 7-8 marks	<p>Balanced explanation of both sides for and against. A conclusion is produced which is justified and 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> <p>At the bottom of this level the learner will develop arguments for and against the use of guerrilla advertising by Mario but the judgement will not be fully supported.</p> <p>At the top of this level the learner will develop arguments for and against the use of guerrilla advertising by Mario with a well-justified conclusion.</p>

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