

Mark Scheme (Results)

June 2015

NQF BTEC Level 1/Level 2 Firsts in
Business

Unit 9: Principles of Marketing
(21325E)

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BTEC Next Generation Mark Scheme Template

Business Level 2 Unit 9 1506

Question Number	Answer	Mark
1	Business to consumer (market) B2C (market) Service(s) (market) Consumer/consumer goods (market). Accept misspellings.	(1)

Question Number	Answer	Mark
2	Niche B2B Business to business Capital/capital goods. Accept misspellings.	(1)

Question Number	Answer	Mark
3	Award one mark for any of the following: <ul style="list-style-type: none">• demography• poverty• lifestyle trends. Accept only social factors.	(1)

Question Number	Answer	Mark
4(a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Television adverts Newspaper/magazine adverts Posters Leaflets Billboards Cinema adverts</p> <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
4(b)	<p>The business bases its prices on its competitors' prices (1). Prices are set at the same level as other similar/identical products (1).</p> <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
4(c)	<p>Award one mark for identification and one additional mark for appropriate expansion up to a maximum of four marks.</p> <p>The website can give a business access to a global market (1) which should increase revenue due to access to a larger customer base (1).</p> <p>The website also promotes the business's products (1) at a lower cost than traditional methods such as print adverts (1).</p> <p>The website can be updated as soon as new clothes ranges come in (1) which might let the business get an advantage over its competitors / the business might get additional sales as a result of people wanting to get the latest ranges as soon as they are available (1).</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Indicative content	
4(d)	<p>Possible points for discussion might include:</p> <ul style="list-style-type: none"> - City centre locations have higher footfall than smaller towns as more people go there. - Better transport links in these areas. - Other clothes stores are located in these areas, which means that customers might try a Town and City Style store if they can't find what they want elsewhere. - Cities are more likely to have a fashion-conscious customer base who will want and need the latest fashion items. <p>However:</p> <ul style="list-style-type: none"> - There is more competition in these areas and so the business will have to make its stores stand out. This might be costly. - There might be high rents/business rates in these areas, impacting on profitability. - Competitors might be located in out-of-town retail sites where Town and City Style is not located, meaning that the competitors are at an advantage. - There is a limited number of city centres and so the business might have to consider other locations if it wants to keep expanding . 	(8)
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>At the bottom of this level the candidate will identify one factor that impacts on the location of the stores.</p> <p>At the top of this level the candidate will identify three or more factors. This is likely to be in the form of a list.</p> <p>Alternatively, the candidate may give a simple discussion of at least two factors. This is not likely to be in the context of the question.</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.</p>	

	<p>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 discuss one or more factors that impact on the location of the stores. The discussion will be unbalanced.</p> <p>At the top of this level the candidate will discuss one or more factors and may attempt to place this in the context of the question. The discussion will 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 candidates will provide a balanced, detailed discussion, which is supported by some evidence from the context.</p> <p>At the top of this level the candidate will give a balanced, detailed discussion of the factors that impact on the location of the stores, with a clear link to the context of the question.</p>

Question Number	Answer	Mark
5	Market(ing) Market(ing)-oriented Market(ing) orientation Do not accept any other answer.	(1)

Question Number	Answer	Mark
6(a)	Award one mark for any of the following up to a maximum of two marks. Global reach Chance to interact with customers Can be set up free of charge Instant feedback on new posts Do not accept general benefits of promotion. Accept any other appropriate answers.	(2)

Question Number	Answer	Mark
6(b)	Robert could visit record shops to observe what is being bought (1) to get a sense of what is popular (1). Amy could speak to other musicians at concerts (1) to find out what others are producing (1). Accept any other appropriate answers.	(2)

Question Number	Answer	Mark
7(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • SWOT • PESTLE. <p>Accept other ways of expressing the acronym, e.g. SLEPT/STEEPLE/PEST. Do not accept any other answer.</p>	(1)

Question Number	Answer	Mark
7(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • CD sales • statistics from BPI • sales of promotional t-shirts • number of content views on social media (e.g. Facebook likes, video views) • concert attendance/ticket sales • number of comments by fans. <p>Accept any other appropriate answers.</p>	(1)

Question Number	Answer	Mark
7(c)	<p>The data from published sources, such as music magazines, might be out of date (1) and so might not include details of emerging threats/opportunities (1).</p> <p>The data may contain opinions as well as facts (1) which might be biased in favour of a particular point of view (1).</p> <p>Amy would need to check the data carefully (1) in case it contains any misinformation (1).</p> <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
8(a)	<p>A unique selling point is something that a business does which no other company does (1) which gives the business a competitive advantage (1).</p> <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
8(b)	<p>A brand image can be extended onto other products (1), such as merchandise, which the band can sell at concerts (1).</p> <p>A brand image can develop a personality (1) which fans feel that they are able to relate to, making them more loyal (1).</p> <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
8(c)	<p>Award one mark for identification and one additional mark for appropriate expansion up to a maximum of four marks.</p> <p>Robert could encourage friends in famous bands to mention The Supreme Wonder on social media sites (1) so that the fans of the other band are more likely to take an interest in The Supreme Wonder's music (1).</p> <p>Robert could use the same artwork across all the social media, CDs and merchandise (1) in order to communicate a particular message about the product to attract targeted groups of fans/help to build a strong and recognisable brand identity (1).</p> <p>Robert could ensure that, when the band communicate with fans and the media, its messages are in a consistent style (1) in order to create the impression of a particular personality that targeted fans could relate to and feel close to (1).</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
9(a)	<p>Online Personal selling</p> <p>Accept any other appropriate answers. Do not accept any other distribution channel.</p>	(2)

Question Number	Answer	Mark
9(b)	<p>Award one mark for identification and one additional mark for appropriate expansion up to a maximum of four marks.</p> <p>If the market is getting smaller then this means that there is less potential to earn revenue (1) leaving less incentive for Amy and Robert to remain in the market (1).</p> <p>The band needs to develop new products such as downloads that might have lower profit margins (1) but this will also require developing new skills and expertise, leading to lower profits for Amy and Robert due to the money invested in training (1).</p> <p>Customers might be switching to substitute products, such as watching music videos on social media sites (1) and in the long term this might mean Amy and Robert are unable to make a living from selling recorded music, therefore needing to switch to other revenue sources (1).</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Indicative content	
9(c)	<p>Possible answers might include:</p> <ul style="list-style-type: none"> - Amy might be able to buy existing material, such as music magazines, which will give her an idea of what is popular and what competitors are doing. - Industry bodies such as the BPI will publish sales figures that she can analyse to look for current and future trends. - Much material is available instantly on the internet at no cost. - Secondary research can be cheaper and use less resources to collect. <p>However:</p> <ul style="list-style-type: none"> - Amy might be able to gather large amounts of data quickly but she would need to be able to analyse it to create meaningful information to make decisions. This would be time consuming. - Material that Amy collects might not be the most up-to-date information available, affecting the quality of her decisions. - Material that is online/published might be heavily biased, for example message boards on fan sites are likely to lean towards one perspective, magazines will be influenced by the PR personnel of record labels. - The information that Amy gathers might not be exactly suited to her specific needs. 	(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 is a consequence of only one side of the argument being considered.</p> <p>At the bottom of this level one or more points are identified. The answer is likely to be in the form of a list.</p> <p>At the top of this level there will be some superficial development of one or more points. 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 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 there is some development of the usefulness of secondary research. There will be tentative links to the scenario.</p> <p>At the top of this level the answer is likely to be unbalanced. There will be some development. Most points made will be relevant to the situation in the question, but the link will not always be clear. There will be some attempt at drawing a conclusion but this may be implied/unclear/unsupported.</p>
3 7-8 marks	<p>Balanced explanation of both sides for and against. A conclusion is produced that 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 there will be a detailed development of the usefulness of secondary research. The answer will be balanced. There will be a conclusion but not fully justified.</p> <p>At the top of this level both the advantages and disadvantages of using secondary research 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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