

Mark Scheme (Results)

January 2016

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	Acceptable Answers	Mark
1	Award one mark for any of the following: <ul style="list-style-type: none"> - Extension - Extension strategy - Brand extension - Brand stretch 	(1)

Question Number	Acceptable Answers	Mark
2	Award one mark for any of the following: <ul style="list-style-type: none"> - Share - Market share 	(1)

Question Number	Acceptable Answers	Mark
3 a	Award one mark for any of the following: <ul style="list-style-type: none"> - Capital - Capital goods - Capital equipment Accept any other appropriate response.	(1)

Question Number	Acceptable Answers	Mark
3 b	Award one mark for any of the following: <p style="margin-left: 40px;"> Business to business Business 2 business B2B B 2 B B to B BtoB </p> <p>Additional information – accept inappropriate spelling of 'to' – e.g. – too, two</p> Do not accept any other response.	(1)

Question Number	Acceptable Answers	Mark
4 a	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Posters - Leaflets - Social media advertising - Personal/Direct selling - TV adverts - Sales promotion (accept specific forms of sales promotion) <p>Accept any other appropriate response.</p>	(1)

Question Number	Acceptable Answers	Mark
4 (b) (i)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Closeness to customers - Transport routes - Cost - Business rates - Size/appropriateness of premises - Proximity to competitors - Footfall - Ease of access to premises <p>Accept any other appropriate response.</p>	(1)
4 (b) (ii)	<p>Award one mark for identification and one additional mark for appropriate development up to two marks.</p> <p>Customers may have heavy bags of clothes (1) therefore they need to park close to <i>Cash for Clothes</i>/ don't want to have to carry the bags too far (1)</p> <p>Or</p> <p>If there is no parking available close to <i>Cash for Clothes</i> people will not be willing to take their clothes there (1) because of time involved/not wanting to use public transport with bags of clothes (1)</p> <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
4(c)	<p>Award one mark for identification and one additional mark for appropriate development, up to two marks for each reason.</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> - It will give them a wider range of customers (1) which will give them more sales/revenue/money (1) - It will differentiate the business from its competitors (1) which could give the company a competitive advantage (1) <p style="text-align: right;">(2 x 2)</p>	(4)

Question Number	Indicative content	
4(d)	Possible points for discussion might include:	
	Positive	Negative
		The company might be criticised for aiming adverts at low income/unemployed people who many need to sell their clothes to generate income. (PROMOTION)
	By paying a single price for all of the clothes purchased, the company's pricing strategy is easier for the customers to understand. (PRICING)	People are paid the same price for ordinary and designer clothes. (PRICING)
	By selling designer clothes second hand, people may be able to buy desirable items at a reasonable price. (PRICING)	If it became known that the company sells on designer/brand name clothes at a premium price, sellers may demand more money. (PRICING)
	The company uses a second brand name to promote the sale of clothes that are not recycled. This gives the company a wider product portfolio. (PRODUCT)	It might be seen as unethical to use a second brand name, the business could be accused of deceiving the customer. (PRODUCT)
Collection service to collect clothes from people's homes will	When they visit people's homes the company might use	

	make their lives easier. (PRODUCT/PROMOTION/PLACE)	personal selling techniques that could be considered to put people under pressure. (PRODUCT/PROMOTION/PLACE)
	Buying clothes from low income/unemployed people gives them a source of income. (PROMOTION)	The areas that it promotes its service in may have high levels of unemployment leading to the company being accused of exploiting these people. (PROMOTION)
	The collecting and recycling of old clothes is environmentally friendly, reducing waste to landfill.(PRODUCT)	

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<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 and/or ethical factor that influences it.</p> <p>At the top of this level the candidate will identify three or more elements of the marketing mix and/or ethical factors that influence it. Or two elements/factors identified, one of which has some development.</p>
Level 2	4-6	<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 ethical influences on the marketing mix. The link between the ethical influence and the elements of the marketing mix will not always be clear. The response may be unbalanced.</p> <p>At the top of this level the candidate will describe three ethical influences on the marketing mix. The link between the ethical influence and the elements of the marketing mix will be clear. The response may be unbalanced.</p>

Level 3	7 – 8	<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 ethical influences on the marketing mix. The link between the ethical influence and the elements of the marketing mix will be clear. The response may be balanced.</p> <p>At the top of this level the candidate will explain in detail three or more ethical influences on the marketing mix. The link between the ethical influence and the elements of the marketing mix will be clear. The response may be balanced.</p>
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Question Number	Answer	Mark
5 (a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Reports in specialist journals - Reviews of plays/shows/theatres <p>Accept any other appropriate response that refers to reviews of plays/shows/theatres or specialist journals.</p>	(1)

Question Number	Answer	Mark
5 (b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Surveys/Online survey - Customer comment cards - Data generated from the visits to the website <p>Accept any other appropriate response that refers to surveys or customer comment cards.</p>	(1)

Question Number	Answer	Mark
6 (a)	<p>Award one mark for identification and one additional mark for appropriate development, up to two marks.</p> <ul style="list-style-type: none"> - The managers of the business use information about customer needs (1) to make decisions about shows/products (1) - Business approach that focuses on identifying and meeting (1) the stated/hidden needs/wants of customers (1) <p>Award other appropriate responses.</p>	(2)

Question Number	Answer	Mark
6 (b)	<p>Award one mark for identification and one additional mark for appropriate development, up to two marks.</p> <ul style="list-style-type: none"> - Focusing on customer needs might not lead to innovative products (1) that would be developed if the company focused on being creative instead (1) - Customers' wants and needs might be expensive to fulfil (1) and customers may not be willing to pay the resultant high prices (1) <p>Award other appropriate responses.</p>	(2)

Question Number	Answer	Mark
7 (a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> -Limits the quality of promotional materials -Might not be able to use certain promotional channels e.g. TV -Limits the number of locations/people/amount of time in which promotional material can be located/reached/distributed <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
7 (b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Leaflets - Social media - Guerrilla advertising - Examples of appropriate sales promotions <p>Award other appropriate responses Do not accept current methods e.g. public relations, or high cost methods e.g. TV.</p>	(2)

Question Number	Answer	Mark
8 (a)	<p>Award one mark for any of the following:</p> <p>A brand:</p> <ul style="list-style-type: none"> - allows the business to be recognised (1) - allows the business to be distinguished/stand out from another (1) - is a recognisable image/slogan/logo etc <p>Accept other appropriate responses.</p>	(1)

Question Number	Answer	Mark
8 (b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Use of logos - Use of names - Use of colours - Use of slogans - Use of symbols - Use of images/pictures - Celebrity endorsements <p>Accept other appropriate responses.</p>	(2)

Question Number	Answer	Mark
8 (c)	<p>Award one mark for identification and one additional mark for appropriate development, up to two marks.</p> <ul style="list-style-type: none"> - brand recognition (1) and enable the theatre company to diversify into other markets/allow potential new sources of income (1) - A brand could help develop a positive impression of the theatre (1) allowing them to charge more for tickets (1) <p>Accept other appropriate responses.</p> <p style="text-align: right;">(2 x 2)</p>	(4)

Question Number	Answer	Mark
9 (a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Business transactions taking place over the internet/online - Buy and selling online - Online shopping <p>Accept other appropriate responses.</p>	(1)

Question Number	Answer	Mark
9 (b)	<p>Award one mark for identification and one additional mark for appropriate development, up to two marks.</p> <ul style="list-style-type: none"> - To identify target market (1) so the company promotes to the correct people in order to convert to sales/reduce the cost of their promotions(1) - To identify market trends (1) so the company produces shows that are likely to fill the theatre (1) - To understand consumer behaviour/motivations (1) so that special offer packages for the theatre/restaurant meet the needs of consumers (1) <p>Accept other appropriate responses.</p>	(4)

Question Number	Indicative content	
9(c)	<p>Expert</p> <p>Possible answers might include:</p> <ul style="list-style-type: none"> - Being part of a fast growing market means that there is an increasing amount of revenue to be earned and more customers to target - There will be increased scope for the business to compete with established firms to win both new and existing customers - If the market is growing, this means that new customers will be entering the market and therefore, if they can be won over, might become loyal to the Mayfield brand. <p>However:</p> <ul style="list-style-type: none"> - Despite the growth, the company often fails to fill half the seats in the theatre. - The company operates in an area where there are relatively few competitors but customers still prefer to travel to London to visit more well-known theatres/see famous shows. - The company does not use famous actors/actresses and therefore might not be sufficiently attractive to potential customers to gain sales. 	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic arguments on both sides identified, or only one side considered. The answer is likely to be in the form of a list.

		<p>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 candidate will identify one implication which may not be linked directly to the situation.</p> <p>At the top of this level the candidate will identify three or more implication. Or two implications identified, one of which has some development which may not be linked directly to the situation. Answer is likely to be one sided.</p>
Level 2	4-6	<p>Arguments for and against may be 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 candidate will describe two implications. The link to the situation will not always be clear. The response may be unbalanced. A conclusion may be present but will be implied and unsupported.</p> <p>At the top of this level the candidate will describe three implications. The link to the situation will not always be clear. The response may be unbalanced. A conclusion may be present but may be unsupported.</p>
Level 3	7-8	<p>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> <p>At the bottom of this level the candidate will explain three or more implications. The link to the situation will be clear. The response is likely to be balanced with some evidence of a supported conclusion.</p> <p>At the top of this level the candidate will explain in detail three or more implications. The link to the situation will be clear. The response will be balanced and there will be a fully supported conclusion.</p>

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