

Mark Scheme

Additional SAMs
Final



Pearson LCCI Digital Marketing and
Analytics
(ASE20202)

LCCI Qualifications

LCCI qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information, please visit our website at www.lcci.org.uk

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

All the material in this publication is copyright
© Pearson Education Ltd 2019

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 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 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.
- Candidates are not likely to be sitting this exam in their first language. Mark positively based on the ideas presented/understanding demonstrated rather than the quality of written English. It is acceptable for the answers to be presented in the form of bullets/short sentences.

Specific marking guidance for levels-based mark schemes*

Levels-based mark schemes (LBMS) have been designed to assess candidates' work holistically. They consist of two parts: indicative content and levels-based descriptors.

Indicative content reflects specific content-related points that candidates might make. Levels based descriptors articulate the skills that candidates 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 candidates' response and place it within that band. Candidates 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.
- Marks will be awarded towards the top or bottom of that band, depending on how they have evidenced each of the descriptor bullet points.

Section A

Question Number	Answer	Mark
1 (a)	C Bar of milk chocolate	(1)

Question Number	Answer	Mark
1 (b)	B Member of the public buying a candle from a gift shop	(1)

Question Number	Answer	Mark
1 (c)	A Web analytics	(1)

Question Number	Answer	Mark
1 (d)	D Tracking customer behaviour (1) E Opt in/opt out procedures (1)	(2)

Question Number	Answer	Mark
2	<p>Award 1 mark for each characteristic given, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Uses digital platforms (1) • Uses a set of tools built on cloud technology (1) • Uses software to automate marketing processes/ trigger emails/social media posts (1) • Uses algorithms to personalise advertising (1) • Adds dynamic content based on user profiles (1) • Gathers purchasing data (1) • Takes place in real-time (1) • Fast-paced (1) • Inexpensive (1) <p>Accept any other reasonable response.</p>	(2)

Question Number	Answer	Mark
3	<p>Award 1 mark for each device, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Smartphones (1) • Smartwatches (1) • Laptops (1) • Tablets (1) • Netbook computers (1) • Computers (1) • Gaming devices (1) • Smart TVs (1) <p>Accept any other reasonable response.</p>	(2)

Question Number	Answer	Mark
4	<p>Award 1 mark for each concern, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Language (1) • Special cultural requirements (1) <p>Accept up to two examples of special cultural requirements.</p>	(2)

Question Number	Answer	Mark
5	<p>Award 1 mark for each tool, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Dashboards (1) • Aggregators (1) • Web analytics (1) <p>Accept any other reasonable response.</p>	(2)

Question Number	Answer	Mark
6	<p>Award 1 mark for each descriptive point and an additional mark for a linked point, up to a maximum of 4 marks.</p> <ul style="list-style-type: none"> • SEO algorithms changing (1) which could mean search engines do not place your business early in search results (1) • Digital platforms becoming obsolete (1) which means you might be using a platform that is used less often by customers (1) • New digital platforms being introduced (1) which will need investing to ensure a presence (1) • Increase in digital channels (1) meaning businesses might need to manage a number of platforms (1) • Handling large data volumes (1) which will require more data storage at cost (1) • Cost associated with cyber security (1) which will require investment by the business in security software (1) <p>Accept any other reasonable responses.</p>	(4)

Question Number	Answer	Mark
7	<p>Award 1 mark for a reason identified and an additional mark for a linked expansion/justification, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • To discover market size, structure and trends (1) to see if the market is large enough/growing for the firm to compete in (1) • To understand competitors and their activities (1) so that the business can ensure these competitors do not get ahead of the business (1) • To identify possible market segments (1) so that the business can successfully target them (1) • To identify possible gaps in the market (1) so that the business can profitably fill them (1) • To understand consumer/buyer behaviour (1) so that the business can develop products they want/need (1) • To find out customer satisfaction (1) so that the business can do activities that makes them more satisfied (1) <p>Accept any other reasonable responses.</p>	(2)

Question Number	Answer	Mark
8	<p>Award 1 mark for identification of an advantage and an additional mark for a linked expansion/justification point, up to a maximum of 2 marks for each way.</p> <ul style="list-style-type: none"> • Already produced (1) so little work to generate research (1) • Relatively cheap (1) compared to primary sources (1) • Trust (1) some sources are reliable e.g. official statistics, government data (1) <p>Accept any other reasonable responses.</p>	(4)

Question Number	Answer	Mark
9	<p>Award 1 mark for identification of a disadvantage and an additional mark for a linked expansion/justification point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Some secondary research can be expensive (1) as reports may need purchasing (1) • May be out of date (1) as the research can be historic and the information of less use (1) <p>Accept any other reasonable responses.</p>	(2)

Question Number	Answer	Mark
10	<p>Award 1 mark for each example given, up to a maximum of 3 marks.</p> <ul style="list-style-type: none"> • marketing through third parties (1) • syndication to third parties (1) • selling products on another organisations' website (1) <p>Accept any other reasonable response.</p>	(3)

Question Number	Answer	Mark
11	<p>Award 1 mark for identification of a way and an additional mark for a linked expansion/justification point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • They have to ensure they have permission to use songs and text produced by others (1) and may be required to pay a fee to use it (1) <p>Accept any other reasonable response.</p>	(2)

TOTAL FOR SECTION A = 30 MARKS

SECTION B

Question Number	Answer	Mark
12 (a)	<p>Award 1 mark for identification of an action and an additional mark for a linked expansion/justification point, up to a maximum of 2 marks for each source.</p> <ul style="list-style-type: none"> • Ensure staff are trained (1) to ensure they know how to keep data private (1) • Keep information secure (1) by having it password protected (1) • When printing and storing customer information (1) ensure it is locked away (1) <p>Accept any other reasonable response.</p>	(4)

Question Number	Answer	Mark
12 (b)	<p>Advantages</p> <ul style="list-style-type: none"> • Already produces digital newsletter and catalogue so staff exist within business to produce social media advertisements • Other large multinational toy retailers are likely to use social media, so will help keep the business competitive • There are 3.196 billion active social media users so many potential users to see the social media advertisements • There is a 13% increase in social media users since 2017 so this media is more popular with more potential customers likely to see it • More customers find it useful to get responses from businesses using social media so The Wooden Toy Shop will be able to better meet customer needs • Social media will allow the facility to include images to improve the aesthetics • Social media advertisements will have a link that can be clicked to take people to purchase wooden toys from the business • Customers can choose to like advertisements/follow the business which can encourage other followers • Brand awareness/reputation– by sharing relevant and interesting content people may be attracted to the brand 	(9)

	<ul style="list-style-type: none"> • Cost effective – it is much cheaper to produce social media advertisements compared to other media • You can measure how many people click through from the advert to make purchases, this helps evaluate the advertisements <p>Disadvantages</p> <ul style="list-style-type: none"> • 18–34-year-olds are more likely to ignore social media ads so this group unlikely to engage with the social media advertisements • Young parents will come under this age range so may make it difficult to attract parents to buy these products • With many platforms for social media it is difficult to decide which to choose • Negative feedback may be offered that has a negative impact on the business’ reputation • Some social media platforms have become less popular and will not be as good a choice to advertise on • Resources are needed to monitor and manage the social media and the response to the social media advertisements • Costs are involved in creating the social media advertisements • It can be difficult to measure the effect of social media advertisements on brand awareness <p>Conclusion: candidates should be awarded for offering a conclusion that considers both sides of the arguments presented.</p>	
--	---	--

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–3 marks	Demonstrates limited knowledge and understanding but there may be major omissions/misconceptions. There will be little or no application to the context. A superficial conclusion may be presented but any supporting evidence will be limited.
Level 2	4–6 marks	Demonstrates some knowledge and understanding with some omissions/misconceptions.

		There will be some application to the context of the question and an attempt to make connections between different elements. Candidates will produce statements with some development, leading to a partially supported conclusion.
Level 3	7–9 marks	Demonstrates accurate knowledge and understanding, with few omissions/misconceptions. The response will show application to the context and make connections between different elements. Evaluative points will be made that are relevant, leading to a supported conclusion.

(Total for Question 12 = 13 marks)

Question Number	Answer	Mark
13 (a)	Award 1 mark for each example given, up to a maximum of 2 marks. <ul style="list-style-type: none"> • Viral marketing (1) • Social media conversations (1) • Blog/vlogs (1) • User-generated reviews (1) Accept any other reasonable response.	(2)

Question Number	Answer	Mark
13 (b)	Websites/mobile apps	(1)

Question Number	Answer	Mark
13 (c)	Award 1 mark for an example. <ul style="list-style-type: none"> • Advertising (1) • Promotional campaigns (1) • Promotional discounts (1) Accept any other reasonable response.	(1)

Question Number	Answer	Mark
13 (d)	<p>Award 1 mark for identification of a reason and an additional mark for a linked expansion/justification point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • By providing information directly to a target audience (1) to increase the potential sales (1) <p>Accept any other reasonable response.</p>	(2)

Question Number	Answer	Mark
13 (e)	<p>Award 1 mark for each descriptive point and an additional mark for a linked point, up to a maximum of 4 marks.</p> <ul style="list-style-type: none"> • By using search engine optimisation (1) it will raise awareness as Fair Clothes will appear close to the top of any search results (1) • By using blogs/vlogs (1) it will enable the business to engage customers about fair trade clothing (1) <p>Accept any other reasonable response.</p>	(4)

Question Number	Answer	Mark
13 (f)	<p>Product Offering digital information. Customers can gain detailed information on the products using website. Whilst in store – it would be a more personalised service.</p> <p>Targeting new customer segments. Customers targeted currently only buy online. The objective is also to reach customers who prefer physical stores.</p> <p>Price Differentiation of digital and store price. This is because of higher costs to run stores and by having higher price in store it reflects this cost difference.</p> <p>Offering dynamic pricing. As demand increases the business would increase price in response.</p> <p>Promotion Location based marketing. This will ensure digital communications are focused on those near the new store.</p> <p>New customers that the business is trying to reach may need digital or non-digital marketing to access them.</p> <p>Sponsorship of a charity fun run. Shows the business supports causes that help others which reflects the business as a fair-trade business aiming to help suppliers.</p>	(8)
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–3 marks	Demonstrates limited knowledge and understanding and there may be major omissions/misconceptions. Tactics/strategies/objectives/plans/are unlikely to be appropriate to the context. Tactics/strategies/objectives/plans are not likely to be supported or justified.

Level 2	4–6 marks	Demonstrates mostly accurate knowledge and understanding with some omissions/ misconceptions. Tactics/strategies/objectives/plans will be mostly appropriate to the context. Tactics/strategies/objectives/plans may not be fully justified.
Level 3	7–8 marks	Demonstrates accurate knowledge and understanding with few omissions/ misconceptions. Tactics/strategies/objectives/plans will be appropriate and the link to the context will be clear. Tactics/strategies/objectives/plans will be justified using evidence from the context.

(Total for Question 13 = 18 marks)

Question Number	Answer	Mark
14 (a)	<p>Award 1 mark for identification of a reason and an additional mark for extension/justification, up to a maximum of 2 marks for each reason.</p> <ul style="list-style-type: none"> • It is important to monitor the technology as if people start using a technology less (1) then this might not be the best place to advertise (1) • It is important that they monitor the time it takes to produce each type of advert (1) and ensure that the correct time is allocated to each marketing activity (1) <p>Accept any other reasonable response.</p>	(2)

Question Number	Answer	Mark
14 (b)	<p>Award 1 mark for identification of a reason and an additional mark for extension/justification, up to a maximum of 2 marks for each reason.</p> <ul style="list-style-type: none"> • Target market (1) range of clothes adverts would be targeted on websites used regularly by the target group (1) • Budget (1) funds seems significant suggesting the business could use a range of digital marketing strategies (1) • Product being sold (1) as it has technology products for sale then it makes sense to sell these online (1) • In-house resources (1) mean that if the business has skilled staff able to produce display adverts then they can produce them at Discounts Delivered (1) • Technology (1) as Discounts Delivered is using a range of digital media it suggests it has the required technology available (1) • Time (1) there will be the need to be able to advertise quickly for example in response to product recalls (1) <p>Accept any other reasonable response.</p>	(4)

Question Number	Indicative Content	Mark
14 (c)	<p>Award 1 mark for identification of a reason it has been successful and an additional mark for extension/justification, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Display advertising has been successful as it has the highest return on investment (1) as the \$15m spent generates \$55m of sales revenue (1) • Email has generated \$60m sales revenue which is more than display advertising (1) but Discounts Delivered spent \$30m to generate this so the ROI is only 200% (1) <p>Accept any other reasonable response.</p>	(2)

Question Number	Answer	Mark
14 (d)	<p>Award 1 mark for identification of an action and an additional mark for extension/justification, up to a maximum of 2 marks for each action.</p> <ul style="list-style-type: none"> • Reduce investment in email (1) as return on investment is only 200% compared to 300% and 366% for alternatives (1) • Allocate more budget to paid search and display advertising (1) ensuring more regular updates on the latest seasonal products are produced (1) <p>Accept any other reasonable response.</p>	(4)

Question Number	Answer	Mark
<p>14 (e)</p>	<p>What do the metrics for Discounts Delivered in the month the website was relaunched show?</p> <ul style="list-style-type: none"> • Unique visitors per day up from 2 100 to 2 950/up +40.48% • When looking at the month before and after the number of unique visitors increased from 2 100 to 2875/up 36.90% • Pages per visit up from 4.2 in October to 8.8 in November/up +109.52% • Pages per visit up from 4.2 in month before and up to 8.2/up +96.24% • Dwell time was 4 mins 01 secs in September and now 7 mins 15 secs in October/81.05% longer • Dwell time in September was 4 mins 1 sec and in November was 7 mins 31 secs/87% longer <p>The data shows that there are now more visitors to the site per day and that these visitors are viewing on average more pages per visit. They are also spending more time on the website. The relaunched Discounts Delivered website is attracting more people to view it. These people are also enjoying the website such that they are visiting more pages and spending longer on the site. In each case even when you look at these metrics in the month after they have similar sized improvements.</p> <p>What does the customer satisfaction and daily active users (DAU) analysis show?</p> <ul style="list-style-type: none"> • Customer satisfaction improved from 68% to 70% being satisfied with the website • The number of social media followers increased from 10 620 to 14 378 which is up 35.39% <p>The customer satisfaction data suggests there is an improvement, but it is only 2 percentage points. This suggests that the enjoyment of the site might not be significantly higher.</p> <p>The number of social media followers has increased suggesting more interest in the brand perhaps achieved through the relaunched website.</p> <p>Conclusion: candidates should be awarded for offering a conclusion that considers what each piece of data shows.</p>	<p>(9)</p>
<p>Level</p>	<p>Mark</p>	<p>Descriptor</p>
	<p>0</p>	<p>No rewardable material.</p>

Level 1	1-3 marks	Demonstrates limited understanding of the data, there may be major gaps or omissions in the answer. Analysis likely to consist of description of information with little or no interpretation. Response lacks clarity and there is little attempt at drawing conclusions or making connections between the context and the data.
Level 2	4-6 marks	Demonstrates some understanding of the data with a few omissions in the answer. Some interpretation and selection of key points of data, approaching an analysis. Response is mostly clear and there is an attempt to draw conclusions and make connections between the context and the data.
Level 3	7-9 marks	Demonstrates understanding of the data with few gaps or omissions. Interpretation and selection of key points of data leads to an analysis. Response has clarity and draws reasoned/justified conclusions and connections between the context and the data.

(Total for Question 14 = 21 marks)

Question Number	Answer	Mark
15 (a)	<p>Award 1 mark for each source, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Customer reviews (1) • Social media – following conversations – interactions with social media (1) • Comparison websites (aggregators) (1) • Company websites (1) • Statistics sites (1) • E-journals (1) • Web crawlers (1) • Quality scores (1) <p>Accept any other reasonable response.</p>	(2)

Question Number	Answer	Mark
15 (b)	<p>Award 1 mark for identification of a reason and an additional mark for a linked expansion/justification, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Identification of gaps in markets (1) so that the business can look to fill the gap (1) • Identification of changes in consumer habits and tastes (1) so that opportunities of new pet products can be achieved (1) • Data can be used for updating of web content (1) so that it is more accurate and helpful to customers (1) • So that Post for Pets can target marketing (1) at those customers most likely to be interested in products (1) • To enable the planning of campaigns (1) so that they can be more successful as they meet consumer needs (1) <p>Accept any other reasonable response.</p>	(2)

Question Number	Answer	Mark
15 (c)	<p>Award 1 mark for each descriptive point and an additional mark for a linked point, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Refinement and adaptation of marketing activities (1) as those that are least successful can be changed (1) • Budget allocation (1) so that activities that prove more successful can have more budget allocated to them (1) <p>Accept any other reasonable response.</p>	(2)

Question Number	Answer	Mark
15 (d)	<p>Successful elements of the current digital marketing activities</p> <ul style="list-style-type: none"> • Read rates for new product emails falling throughout period 2013 and 2017. • Read rates for discount code emails rising throughout period 2013 and 2017. • Number of followers increased between 2013 and 2016 with slight reduction in 2017. • Number of shares of images of product of the week declined marginally between 2013 and 2017. <p>Recommendations</p> <ul style="list-style-type: none"> • Continue with new discount code emails but combine with the new product emails so customers see the latest products. • Combining emails reduces cluttering of emails but more people will see latest products when looking for latest discount codes. • Encourage followers by posting discount codes on social media. Images of product of the week should continue but customers should be encouraged to share these with the chance to win prizes for doing so. • The chance to win prizes by sharing images should help increase the numbers which have fallen marginally. The incentive of a prize and seeing other winning prizes will ensure that more see the latest products offered by the business. <p>Justification should be based on the recommendations that come from an analysis of the given data.</p>	(12)
Level	Mark	Descriptor
	0	No rewardable material.

Level 1	1–4 marks	Demonstrates limited knowledge and understanding and there may be major omissions/misconceptions. Provides little or no application or reference to relevant evidence from the context, meaning any conjecture is unsupported. Recommendations if present may be irrelevant and are likely to be unsupported.
Level 2	5–8 marks	Demonstrates mostly accurate knowledge and understanding with some omissions/misconceptions. Exemplification is partially developed and conjecture is occasionally supported through the application of relevant evidence from the context. Recommendations will be mostly appropriate but will not be fully justified.
Level 3	9–12 marks	Demonstrates accurate knowledge and understanding with few omissions/misconceptions. Exemplification is well developed, displaying coherent reasoning, and conjecture will be supported by applying relevant evidence from the context. Recommendations will be mostly appropriate and justified.

TOTAL FOR SECTION B = 70 MARKS

TOTAL FOR PAPER = 100 MARKS