



Mark Scheme

Sample Assessment Materials

Pearson LCCI
Level 2 Certificate in Marketing (VRQ)
(ASE2025)

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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 be 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 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	Any five of the following examples, up to a maximum of 5 marks: <ul style="list-style-type: none"> • north • south • east • west • city • urban • rural • highland • lowland • coastal • countryside. 	(5)

Question number	Answer	Mark
2(a)	Marketing is the Liaison (Link) with the outside environment and the Coordinator within the organisation.	(2)

Question number	Answer	Mark
2(b)	Any three of the following examples, up to a maximum of 3 marks: <ul style="list-style-type: none"> • accounts • production • human resources • research and development • administration • procurement • warehouse and distribution. 	(3)

Question number	Answer	Mark
3	<p>Any three of the following examples, up to a maximum of 5 marks:</p> <ul style="list-style-type: none"> • staff uniforms • staff name badges • background music • fixtures and fittings • brochures • staff qualifications • carpeting • furniture and seating • products on display • colour schemes • certificates. 	(5)

Question number	Answer	Mark
4	<ul style="list-style-type: none"> • Economic • Education and Training • Political • Environmental • Technology 	(5)

Question number	Answer	Mark
5(a)	A sales forecast is a carefully calculated (or estimated) projection of the potential sales in monetary value for a specified period of time (usually for one year).	(2)

Question number	Answer	Mark
5(b)	A sales forecast is very important to an organisation as it forms the basis of all the other budgets within the company.	(3)

Question number	Answer	Mark
6(a)	Personal selling is an interpersonal action that involves face-to-face contact between individuals for the purpose of inducing a sale.	(2)

Question number	Answer	Mark
6(b)	Any three ways of the following examples for remunerating a sales force: <ul style="list-style-type: none"> • by salary only • by commission only • a mixture of salary and commission. 	(3)

Question number	Answer	Mark
7	<pre> graph TD A[Identify the problem] --> B[Generate possible solution for the problem] B --> C[Fully evaluate the possible solutions] C --> D[Select or decide upon the best solution] D --> E[Implement the decision] E --> F[Evaluate the results of the decision] F --> G[Feedback] G --> A G --> B G --> C G --> D </pre>	(5)

Question number	Answer	Mark
8	<p>Any five of the following examples, up to a maximum of 5 marks:</p> <ul style="list-style-type: none"> • penetration pricing • skimming pricing • bundle pricing • psychological pricing • competitive pricing • cost plus pricing • opportunity pricing • luxury pricing • loss leader pricing. 	(5)

Question number	Answer	Mark
9	<p>Any five of the following examples, up to a maximum of 5 marks:</p> <ul style="list-style-type: none"> • inform • educate • remind • persuade • reassure • recruitment • corporate advertising. 	(5)

Question number	Answer	Mark
10	<ul style="list-style-type: none"> • changing rooms • bag packing • rapid checkouts • store lifts • complaints desk 	(5)

Question number	Answer	Mark
11	Any five of the following examples, up to a maximum of 5 marks: <ul style="list-style-type: none"> • guarantee • extended warranty • free home delivery • free installation • repair service • spare parts • availability • free telephone helpline 	(5)

Question number	Answer	Mark
12	<ul style="list-style-type: none"> • Achievable (Attainable) • Timed • Specific • Relevant (Realistic) • Measurable 	(5)

Question number	Answer	Mark
13	<ul style="list-style-type: none"> • Who • What • When • Where • Why 	(5)

Question number	Answer	Mark
14	Any five of the following examples, up to a maximum of 5 marks: <ul style="list-style-type: none"> • much wider choice of products (services) and suppliers • available 24/7 • shop anywhere in the world • shop from the comfort of home at own convenience • delivered to your door • no queuing, travelling or parking problems • no need to carry cash • is frequently cheaper. 	(5)

Question number	Answer	Mark
15	<ul style="list-style-type: none"> • Objective and task • Same as competitor • Same as last time • Percentage of sales (either past or future) • All that can be afforded 	(5)

Question number	Answer	Mark
16	<p>Any five of the following examples or similar, up to a maximum of 5 marks:</p> <ul style="list-style-type: none"> • Law of contract • Sale of Goods Act 1979 • Consumer Protection Act 1987 • Data Protection Act 1998 • Advertising Standards Authority • Unfair Trading Regulations (2008) • Chartered Institute of Marketing Code of Conduct • products fit for purpose • products of reasonable durability • profiteering • price dumping • environmental awareness • recyclable products and packaging. 	(5)

Question number	Answer	Mark
17	<p>Draw a correctly labelled diagram to show the Boston Consulting Group (BCG) Matrix.</p> <pre> graph TD subgraph BCG_Matrix [BCG Matrix] direction TB subgraph High_Growth [High Market Growth] direction LR RS[Rising star] QM[Question mark or problem child] end subgraph Low_Growth [Low Market Growth] direction LR CC[Cash cow] D[dog] end end BCG_Matrix --- MG[Market growth] BCG_Matrix --- MS[Market share] </pre>	(5)

Question number	Answer	Mark
18 (a)	The distribution channel is the means by which finished products (or services) reach the customer.	(2)

Question number	Answer	Mark
18(b)	A traditional wholesaler will likely employ sales personnel and will deliver goods to a retailer. A modern cash-n-carry operation will have a large showroom/warehouse where retailers visit, select their purchases, pay for them and take them away with them.	(3)

Question number	Answer	Mark
19	Direct response marketing is a channel of communication and distribution that allows the provider of goods and services interactively and directly to access any person in the channel.	(5)

Question number	Answer	Mark																		
20	<p>The bar chart, titled "DRINKS CONSUMPTION", displays the percentage of consumers for two drinks, Lemonade and Coffee, across five age groups. The Y-axis represents the "PERCENTAGE OF CONSUMERS" from 0 to 50. The X-axis represents the "AGE GROUP". Lemonade is represented by blue bars and Coffee by maroon bars.</p> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Lemonade (%)</th> <th>Coffee (%)</th> </tr> </thead> <tbody> <tr> <td>11 to 15</td> <td>43</td> <td>4</td> </tr> <tr> <td>16 to 21</td> <td>26</td> <td>10</td> </tr> <tr> <td>22 to 30</td> <td>16</td> <td>19</td> </tr> <tr> <td>31 to 50</td> <td>8</td> <td>28</td> </tr> <tr> <td>51+</td> <td>2</td> <td>34</td> </tr> </tbody> </table>	Age Group	Lemonade (%)	Coffee (%)	11 to 15	43	4	16 to 21	26	10	22 to 30	16	19	31 to 50	8	28	51+	2	34	(5)
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