

Mark Scheme (Results)

Series 2 2014

Pearson LCCI Level 2
Marketing (ASE2025)

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**EDI
LCCI IQ SERIES 2 EXAMINATION 2014
MARKETING
LEVEL 2
MARKING SCHEME**

**DISTINCTION MARK 75%
MERIT MARK 60%
PASS MARK 50%**

TOTAL 100 MARKS

GENERAL

- 1 The aim of this examination is to test the candidate's basic knowledge and understanding of the marketing concept and of the techniques applied to the marketing of products and services. It is set at a tactical level for candidates who are or want to be junior members of a marketing department.
- 2 All **20** questions should be attempted.
- 3 ALL questions carry **5 marks each**.
- 4 Marks availability is clearly set out on the question and answer paper. Half marks may be awarded, but the final total should be rounded up to a whole number.
- 5 All answers must be entered in the question and answer paper. No additional sheets are permitted.
- 6 Rough notes must be written in the space provided on the page of the combined question and answer booklet headed **Rough Notes**.
- 7 Answers should be within the spaces provided.
- 8 Candidates who select from a multi-choice question other than by underlining shall not be penalised provided their choice(s) are clearly indicated.
- 9 Grammar, syntax, spelling, etc are not rewarded nor penalised. If the meaning is clear the mark(s) should be awarded.
- 10 Diagrams, etc must be properly drawn and fully labelled if full marks are to be awarded.

Question 1

Syllabus Topic 7.3: Internet and eCommerce

Answers such as:

- Shop from the comfort of own home
- Can shop 24/7
- Delivery direct to home
- Unlimited choice
- Can shop globally
- Frequently cheaper prices

Examiners to award marks for other acceptable answers based on own knowledge and experience
Award 1 mark for each answer. Mark first 5 answers only.

(5 marks)

Question 2

Syllabus Topic 5.7: Process

Answers such as:

- Wide aisles
- Provide shopping trolleys/baskets
- Self serve pay points
- Bag packing
- Carry out service
- Provision of ATM cash machines

Examiners to award marks for other acceptable answers based on own knowledge and experience
Award 1 mark for each answer. Mark first 5 answers only.

(5 marks)

Question 3

Syllabus Topic 5.3: Price

- (i) Skimming
- (ii) Psychological
- (iii) Penetration
- (iv) Cost plus
- (v) Negotiation

Award 1 mark for each answer.

(5 marks)

Question 4

Syllabus Topic 3.1: Understanding customer and consumer behaviour

- (a) Food (1) drinks (1) shelter (1) clothing (1) (any 3)
- (b) 5th need refers to self actualisation, at this stage people have achieved all the relevant levels for a good standard of living (1) and now they seek to indulge themselves with additional purchases that will enhance their quality of life or appeal to their ego needs (1)

(5 marks)

Question 5

Syllabus Topic 2.1: Market planning - information

- (a) It is a collection of meaningless facts or figures until analysed (1)
- (b) (i) analyse (1)
(ii) plan (1)
(iii) implement (1)
(iv) control (1)

(5 marks)

Question 6

Syllabus Topic 1.5: Environmental issues

It is impossible to give a prescriptive answer for this question however candidates **MUST identify organisational STRENGTHS and not external OPPORTUNITIES**

Answers such as; strong brands, well trained staff, good location, high market share, many patents, excellent corporate image, new technology, etc

Examiners to use own knowledge and experience to mark answers offered

(5 marks)

Question 7

Syllabus Topic 3.1: Understanding customer and consumer behaviour

Potential answers from:

- Physical background noise (1)
- Channel of communication (1)
- Language used (1)
- Jargon (1)
- Mechanical defects (1)
- Time of transmission (1)
- Attention distractions (1)

Examiners to award marks for other acceptable answers based on own knowledge and experience

(5 marks)

Question 8

Syllabus Topic 7.2: International marketing

Any 5 from:

- simple export
- export consortium
- piggy backing
- agent
- distributor
- franchise
- licensing
- strategic alliance
- joint venture
- management contract
- screwdriver assembly
- wholly owned subsidiary
- internet marketing
- online sales

(5 marks)

Question 9

Syllabus Topic 5.6: Physical evidence

(a) Most services are intangible (1). Many do not exist until they have been performed (1). Physical evidence provides the consumer with some ideas of what the service should provide (1).

(3 marks)

(b) Any 2 from:

- Photographs of hairstyles
- Staff qualifications
- Displays of hair products
- Fixtures and fittings

Examiners to award marks for other acceptable answers based on own knowledge and experience.

(2 marks)

Question 10

Syllabus Topic 6.2: Promotion communication

- (a) This refers to promotional activity that is paid for (1). It is paid for by the charging of fees and/or expenses (1) or in some cases may also refer to some form of communication that is free of charge (1). It occurs where a business deals directly with customers.
- (b) Examples of paid for – sales promotions,(1) exhibitions,(1) sponsorship,(1) outdoor posters,(1) public relations campaigns.(1) Examples of free – publicity (1), news releases (1)
(Award 2 marks for 2 relevant examples)

Question 11

Syllabus Topic 6.7: Sales promotion

Answers such as:

- Money off
- Additional product
- BOGOF (buy one get one free)
- Banded packs
- Special offers
- Premium give-aways
- Coupons
- Free gift

Examiners to award marks for other acceptable answers based on own knowledge and experience
Award 1 mark for each answer. Mark first 5 answers only.

(5 marks)

Question 12

Syllabus Topic 7.1: Packaging

- (a) Quality, material used, shape, colour (any 3 at 1 mark each)
- (b) Best before dates give 2 items of information: the last date to be sold (1)
and the last date for consumption (1)

(5 marks)

Question 13

Syllabus Topic 5.2: Product

Answers such as:

- Free delivery
- Free set up
- Free installation of software
- Warranties/guarantees
- Repair and maintenance services
- Online support
- Telephone helpline
- etc

Examiners to award marks for other acceptable answers based on own knowledge and experience
Award 1 mark for each answer. Mark first 5 answers only.

(5 marks)

Question 14

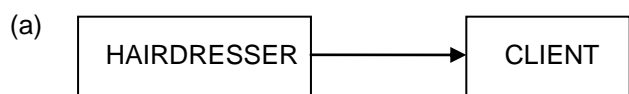
Syllabus Topic 5.1: Understanding the marketing mix

- (i) PRICE (1)
- (ii) CONSIDERATION (1)
- (iii) COMMUNICATION (1)
- (iv) PROCESS (1)
- (v) CONFIRMATION (1)

(5 marks)

Question 15

Syllabus Topic 5.4: Place



Award 1 mark for 'Hairdresser' and arrow. Award a further mark for completing the diagram with 'client'.
(2 marks)

- (b) The hairdresser is providing a personal service directly to their client (1). This service requires the client to be physically present to receive the service as the personal service requires the individual skills of the service provider (hairdresser) (1) and accordingly there can be no intermediary of any description between the provider and recipient (1)

Award marks in line with the general marking frame for relevant points given.

(3 marks)

Question 16

Syllabus Topic 6.8: Personal selling

- (a) Personal selling is a **personal face to face activity** (1) in order to inform, persuade or remind for **the purpose of making a sale** (1)
(key words required are highlighted in bold).
- (b) There are many answers possible such as:
Civil aircraft (1), civil engineering projects (1), expensive motor cars (1), industrial machinery (1)
expensive jewelry (1) major financial investments (1) etc.

Examiners to award marks for other acceptable answers based on own knowledge and experience.

Question 17

Syllabus Topic 4.2: Research methodology

Award 1 mark for each correct answer

- (a) Quantitative research records data in numerical form/evidence (1) which can be analysed using mathematical tools to draw conclusions (1) whereas qualitative research gathers information/opinions (1) which are often subjective/require interpretation before analysis (1)
(max 3 marks)
- (b) (i) The amount people currently spend on entertainment
(ii) People's feelings about a new public health centre

Question 18

Syllabus Topic 6.2: Promotion communication

5 answers at 1 mark each such as:

- price
- economy in use
- size
- capacity
- washing times (cycle)
- super fast spin
- etc

(5 marks)

Examiners to award marks for other acceptable answers based on own knowledge and experience.

Question 19

Syllabus Topic 3.1: Understanding customer and consumer behaviour

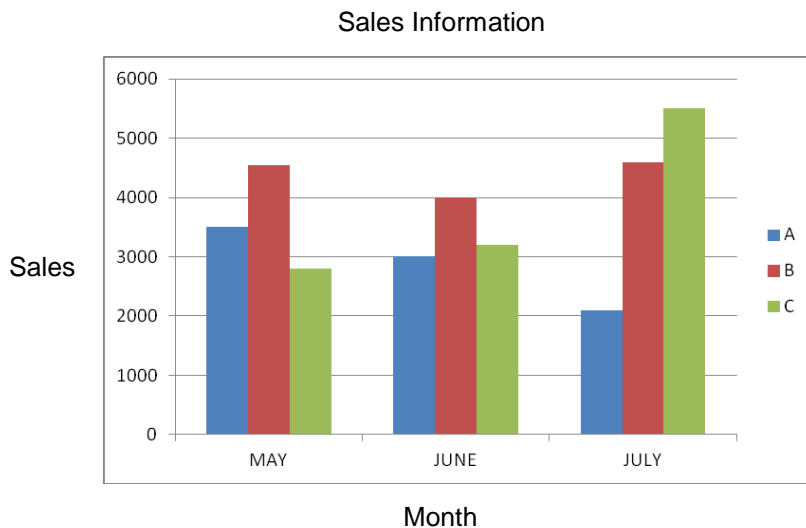
- (a) to negotiate payment terms and conditions (1) probably calculate residual values (1)
assess and evaluate lifetime running costs (1) make actual payment(s) to suppliers (1)
- (b) to fully examine, inspect and possibly test a proposed product purchase (1)
To offer relevant (expert) advice as to whether to purchase or not (1)

(5 marks)

Question 20

Syllabus Topic 2.1: Market planning – information

Allocate 2 marks for correct labeling of axes, 1 mark for title of data presentation, 2 marks for data accuracy



(Total 100 marks)

