



Mark Scheme

SERIES 2 2015

**Results**

Pearson LCCI (ASE2025)  
Marketing Level 2

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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	Answer	Mark
<b>1</b>	Any five answers from (at 1 mark each for the first five.) <ul style="list-style-type: none"> <li>- face to face</li> <li>- telephone</li> <li>- email</li> <li>- memo</li> <li>- internal pa system</li> <li>- texting</li> <li>- notice board</li> </ul>	<b>(5)</b>

**Total for Question 1 – 5 marks**

Question Number	Answer	Mark
<b>2</b>	<ul style="list-style-type: none"> <li>- services cannot be touched or sampled in advance (1)</li> <li>- many services are intangible (1)</li> <li>- many services do not exist until they are carried out (1)</li> <li>- physical evidence tries to give some idea of what the service will provide (1)</li> <li>- physical evidence gives reassurance about the competence of the service provider. (1)</li> </ul> <p>Examiners to use own knowledge and experience to mark alternative answers.</p>	<b>(5)</b>

**Total for Question 2 – 5 marks**

Question Number	Answer	Mark
<b>3</b>	Any five answers from (at 1 mark each for the first five answers.) <ul style="list-style-type: none"> <li>- introduce asymmetric encryption security for payments</li> <li>- operate secure socket layer (SSL) encryption for personal details</li> <li>- offer guarantees and warranties</li> <li>- sell well-known branded products</li> <li>- have a 24/7 telephone line</li> <li>- use well-known couriers/carriers for deliveries</li> <li>- issue tracking numbers for all orders.</li> </ul> <p>Examiners to use own knowledge and experience to mark alternative answers.</p>	<b>(5)</b>

**Total for Question 3 – 5 marks**

Question Number	Answer	Mark
<b>4</b>	<p>Award 1 mark for each definition (up to a maximum of 2 marks):</p> <ul style="list-style-type: none"> <li>- MBO refers to management by objectives (1)</li> <li>- MBE refers to management by exception (1)</li> </ul> <p>Award 1 mark per statement about MBO and MBE (up to a maximum of 2 for each of either MBO or MBE):</p> <ul style="list-style-type: none"> <li>- MBO: This is a system for setting objectives that requires individuals to meet with managers (1) and to mutually agree and set specific objectives to be achieved (1)</li> <li>- MBE: This system operates by assuming that objectives are being achieved as a matter of course. (1) Variations and deviations from the set objectives are reported to management for information and correction. (1)</li> </ul>	<b>(5)</b>

**Total for Question 4 – 5 marks**

Question Number	Answer	Mark
<b>5 (a)</b>	A brand is any unique design, sign, symbol, words, or a combination of these, (1) employed in creating an image that identifies a product and differentiates it from its competitors. (1)	<b>(2)</b>

Question Number	Answer	Mark
<b>5 (b)</b>	<p>Underline any three (from 4 given) at 1 mark each. Accept the first 3 underlined responses.</p> <p>BREAD    RICE    <u>FORD</u>    LAPTOP    CHOCOLATE <u>INTEL</u>    COFFEE    <u>SUGAR</u>    <u>NOKIA</u>    <u>SUNLIGHT SOAP</u></p>	<b>(3)</b>

**Total for Question 5 – 5 Marks**

Question Number	Answer	Mark
<b>6 (a)</b>	Variable costs are those costs that continuously alter. (1) This alteration in costs is directly related to the levels of production or output.(1)	<b>(2)</b>

Question Number	Answer	Mark
<b>6 (b)</b>	Any three from (at 1 mark each for the first three answers.) Direct materials, direct labour, direct overheads, electricity, telephone.	<b>(3)</b>

**Total for Question 6 – 5 Marks**

Question Number	Answer	Mark
<b>7 (a)</b>	(i) Short-term plans are those covering a time span of several weeks to possibly 12 months.(1) (ii) Medium-term plans normally cover 1 year to possibly 3 years (in this industry.)(1) (iii) Long-term plans invariably refer to several years, probably 5 plus.(1)	<b>(3)</b>

Question Number	Answer	Mark
<b>7 (b)</b>	(i) Short-term plan – some form of sales promotion to assist in the sale of specific models such as a price reduction, free insurance, etc. (ii) To research and develop for commercialisation a solar powered motor vehicle in the next ten years.	<b>(2)</b>

**Total for Question 7 – 5 marks**

Question Number	Answer	Mark
<b>8</b>	Any five answers from (at 1 mark each for the first five): <ul style="list-style-type: none"> <li>• as a percentage of sales (1)</li> <li>• by objective and task (1)</li> <li>• the same as competitors (1)</li> <li>• all that can be afforded at the time (1)</li> <li>• the same as last time. (1)</li> </ul>	<b>(5)</b>

**Total for Question 8 – 5 marks**

Question Number	Answer	Mark
<b>9 (a)</b>	Public relations is the planned and sustained effort (1) by an organisation to create goodwill and mutual understanding (1) between the organisation and all of its publics. (1)	<b>(3)</b>

Question Number	Answer	Mark
<b>9 (b)</b>	There are many examples that could be given such as: <ul style="list-style-type: none"> <li>- product failure</li> <li>- product recall</li> <li>- serious accident in the workplace</li> <li>- industrial dispute or strike in the workplace.</li> </ul> Examiners to use own knowledge and experience to mark answers.	<b>(2)</b>

**Total for Question 9 – 5 marks**

Question Number	Answer	Mark
<b>10</b>	Any five answers from: Warranty/guarantee, free delivery, free installation, instruction manual, repair service, upgrade, helpline.	<b>(5)</b>

**Total for Question 10 – 5 marks**

Question Number	Answer	Mark
<b>11</b>	ATTENTION (1) INTEREST (1) COMPREHENSION (1) DESIRE (1) ACTION. (1)	<b>(5)</b>

**Total for Question 11 – 5 marks**

Question Number	Answer	Mark
<b>12</b>	Any five answers from: Product research, price research, promotion research, place research, consumer research, competitor research.  The answers must come from the list above.	<b>(5)</b>

**Total for Question 12 – 5 marks**

Question Number	Answer	Mark
<b>13</b>	Any five answers from: <ul style="list-style-type: none"> <li>- two or more companies join together (1)</li> <li>- costs of research are shared by all participants (1)</li> <li>- companies are non-competitive and usually have complementary products (1)</li> <li>- each company submits its own specific specialist questions (1)</li> <li>- all companies share the general demographic data obtained (1)</li> <li>- each company has access only to the answers to its own questions. (1)</li> </ul>	<b>(5)</b>

**Total for Question 13 – 5 marks**

Question Number	Answer	Mark
<b>14</b>	Any five answers from (first five answers offered at 1 mark each.) Gender, age, status, education, religion, occupation, income, family life cycle, socio-economic.	<b>(5)</b>

**Total for Question 14 – 5 marks**

Question Number	Answer	Mark
<b>15</b>	Answers should be: <ul style="list-style-type: none"> <li>- personal selling</li> <li>- direct marketing</li> <li>- exhibitions</li> <li>- public relations</li> <li>- sponsorship</li> </ul> <p>Advertising may also be used – but this must be identified as very specialist niche publications with no connection to any form of mass media communication.</p>	<b>(5)</b>

**Total for Question 15 – 5 marks**

Question Number	Answer	Mark
<b>16</b>	<ul style="list-style-type: none"> <li>- F = Financier</li> <li>- S = Starter</li> <li>- A = Advisor</li> <li>- E = End user</li> <li>- P = Purchaser</li> </ul>	<b>(5)</b>

**Total for Question 16 – 5 marks**

Question Number	Answer	Mark
<b>17</b>	Any five answers from: (1 mark each for the first five answers) Export house, direct exporting, agent, distributor, piggy back, franchising, licensing, strategic alliance, joint venture, screw-driver assembly, wholly owned subsidiary.	<b>(5)</b>

**Total for Question 17 – 5 marks**

Question Number	Answer	Mark
<b>18</b>	Answers are: <ul style="list-style-type: none"> <li>- Development (1)</li> <li>- Introduction/Launch (1)</li> <li>- Growth (1)</li> <li>- Maturity (1)</li> <li>- Decline (1)</li> </ul>	<b>(5)</b>

**Total for Question 18 – 5 marks**



Question Number	Answer	Mark
<b>19 (a)</b>	Salary. Salary plus commission. Commission only. Salary plus bonus.  One mark for any three of the above	<b>(3)</b>

Question Number	Answer	Mark
<b>19 (b)</b>	Two parties with different final objectives (1), talking until they reach a mutually agreeable settlement/agreement. (1)	<b>(2)</b>

**Total for Question 19 – 5 marks**

Question Number	Answer	Mark																
<b>20</b>	<p>Title of chart (1 mark)  Axes/labels/scale = x is drinks and y is sales (2 marks)  Accurate data (1 mark)  1 mark legend (1 mark)</p> <div style="text-align: center;"> <table border="1"> <caption>Product sales data</caption> <thead> <tr> <th>Drinks</th> <th>Jan</th> <th>Feb</th> <th>March</th> </tr> </thead> <tbody> <tr> <td>Tea</td> <td>2400</td> <td>2700</td> <td>2600</td> </tr> <tr> <td>Coffee</td> <td>3500</td> <td>3800</td> <td>3600</td> </tr> <tr> <td>Cola</td> <td>1800</td> <td>2400</td> <td>2800</td> </tr> </tbody> </table> </div> <p><b>Candidates must produce a bar chart – a graph scores nil marks.</b></p>	Drinks	Jan	Feb	March	Tea	2400	2700	2600	Coffee	3500	3800	3600	Cola	1800	2400	2800	<b>(5)</b>
Drinks	Jan	Feb	March															
Tea	2400	2700	2600															
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Cola	1800	2400	2800															

**Total for Question 20 – 5 marks**

**Total for Question paper – 100 marks**