



Mark Scheme

SERIES 3 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.

**TOTAL 100 MARKS**

Question Number	Answer	Mark
<b>1 (a)</b>	Definition - marketing is the management process (1) responsible for identifying, anticipating and satisfying customers' requirements (1) profitably (1).  (any other at Examiners discretion)	<b>(3)</b>

Question Number	Answer	Mark
<b>1 (b)</b>	Dealing <b>with the outside</b> environment and organisations (1) and coordination <b>within the</b> organisation (1)	<b>(2)</b>

**Total for Question 1 – 5 marks**

Question Number	Answer	Mark
<b>2</b>	<ul style="list-style-type: none"> <li>- Simple exporting</li> <li>- Exporting consortiums/house</li> <li>- Piggybacking</li> <li>- Agents/Distributors</li> <li>- Franchise/Licensing</li> <li>- Strategic Alliance</li> <li>- Joint Venture</li> <li>- Management Contracts</li> <li>- Screwdriver assembly</li> <li>- Wholly-owned Subsidiary</li> </ul> Any 5, (1 mark each first five only)	<b>(5)</b>

**Total for Question 2 – 5 marks**

Question Number	Answer	Mark
<b>3 (a)</b>	S – strengths W – weaknesses O – opportunities T – threats (1 mark for each)	<b>(4)</b>

Question Number	Answer	Mark
<b>3 (b)</b>	SWOT analysis allows an organisation to explore its situation internally and externally.	<b>(1)</b>

**Total for Question 3 – 5 marks**

Question Number	Answer	Mark
<b>4 (a) (i)</b>	Management Information System (1)	<b>(1)</b>


Question Number	Answer	Mark
<b>4 (a) (ii)</b>	Marketing Information System (1)	<b>(1)</b>

Question Number	Answer	Mark
<b>4 (b)</b>	<p><b>MIS</b> - provides information for all areas of an organisation to manage itself efficiently and effectively (1)</p> <p><b>MIS</b> - from sources inside and outside an organisation (1)</p> <p><b>MkIS</b> - provides information to aid marketing decisions only (1)</p> <p><b>MkIS</b> - only using marketing data and information (1)</p> <p>(1 mark awarded for each correct statement up to a maximum of 3 marks)</p>	<b>(3)</b>

**Total for Question 4 – 5 marks**

Question Number	Answer	Mark
<b>5</b>	<p>When setting objectives it is important that they are:</p> <p>S - specific M - measurable A - achievable R - relevant T – timed</p> <p>(1 mark for each, answers must be as defined above)</p>	<b>(5)</b>

**Total for Question 5 – 5 marks**

Question Number	Answer	Mark
6	 <p>(1 mark for each level identified, in correct order, no explanation required)</p>	(5)

**Total for Question 6 – 5 marks**

Question Number	Answer	Mark
7	<p>A - attention  I - interest  C - comprehension  D - desire  A - action</p> <p>(1 mark for each)</p>	(5)

**Total for Question 7 – 5 marks**

Question Number	Answer	Mark
<b>8 (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>8 (b)</b>	<ul style="list-style-type: none"> <li>- product failure</li> <li>- product recall</li> <li>- industrial dispute or strike in the workplace</li> <li>- closure of shops/offices/redundancies.</li> </ul> <p>(1 mark each, any two) Examiners to use own knowledge and experience to mark answers.</p>	<b>(2)</b>

**Total for Question 8 – 5 marks**

Question Number	Answer	Mark
<b>9</b>	<ul style="list-style-type: none"> <li>i) Identifying the problem or research need</li> <li>ii) Devising the research method</li> <li>iii) Carrying out the research</li> <li>iv) Analysing the research gathered</li> <li>v) Presenting the research findings</li> </ul> <p>(1 mark for each)</p>	<b>(5)</b>

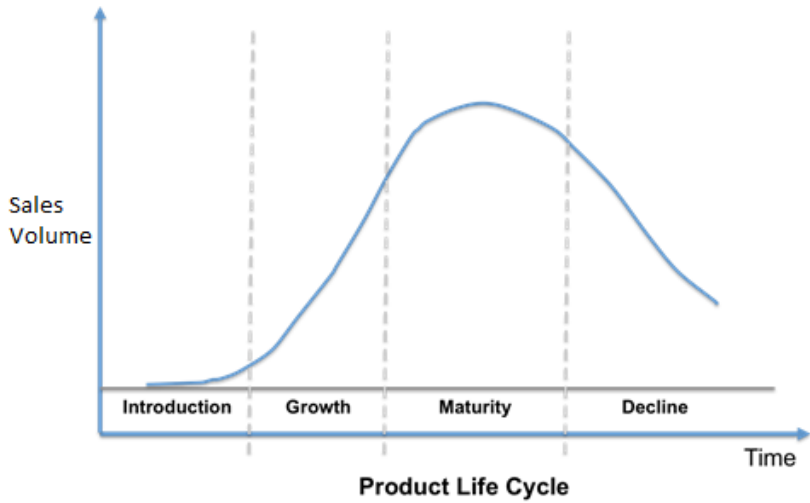
**Total for Question 9 – 5 marks**

Question Number	Answer	Mark
<b>10</b>	<ul style="list-style-type: none"> <li>i. market research</li> <li>ii. competitor research</li> <li>iii. price research</li> <li>iv. product research</li> <li>v. consumer research</li> </ul> <p>(1 mark for each, others may be considered appropriate by the examiner)</p>	<b>(5)</b>

**Total for Question 10 – 5 marks**

Question Number	Answer	Mark
<b>11</b>	Product = CUSTOMER VALUE (1) Price = COST (1) Physical evidence = CONFIRMATION (1) Process = COORDINATION (1) Promotion = COMMUNICATION (1)  (1 mark for each only as above)	(5)

**Total for Question 11 – 5 marks**

Question Number	Answer	Mark
<b>12</b>	 <p>1 mark for <b>each</b> axis labelled            1 mark for the product life cycle curve/line            1 mark per <b>two</b> areas of IGMD identified under the relevant area of the curve/line.</p>	(5)

**Total for Question 12 – 5 marks**

Question Number	Answer	Mark
<b>13</b>	i) Status ii) Durability iii) Ease of use iv) Features v) Benefits vi) Size, weight  (1 mark for first five of any of above listed)	(5)

**Total for Question 13 – 5 marks**



Question Number	Answer	Mark
<b>14</b>	i) Environment ii) Fixtures and fittings iii) Furnishing iv) Colour v) Layout vi) Staff uniforms vii) Staff badges viii) Background music ix) Brochures/photographs/qualifications x) Goods displayed xi) Corporate image  (1 mark for any of above up to a maximum of 5 marks)	<b>(5)</b>

**Total for Question 14 – 5 marks**

Question Number	Answer	Mark
<b>15</b>	i) Ease of payment ii) Speedy checkouts iii) Bag packing iv) Carry out service v) Lifts between floors vi) Changing rooms vii) Customer service desks viii) Speedy handling of complaints ix) Minimal queuing x) Ease of moving around the supermarket  (1 mark for any of above up to a maximum of 5 marks)	<b>(5)</b>

**Total for Question 15 – 5 marks**

Question Number	Answer	Mark
<b>16 (a)</b>	Unique Selling Proposition is something that makes a product or service very different from others (1) and encourages customers to switch brands (1).	<b>(2)</b>

Question Number	Answer	Mark
<b>16 (b)</b>	Any thought suitable at the discretion of the examiner/marker e.g. Delivery to your door on time or refund Free insurance cover Colour of your choice Signed by a famous person Original/limited edition  (First three only 1 mark each)	<b>(3)</b>

**Total for Question 16 – 5 marks**

Question Number	Answer	Mark
<b>17</b>	i) Full service agency ii) A la carte agency iii) Media independent agency iv) Public relations consultancy v) Sales promotion agency vi) Direct marketing agency vii) Personal selling agency  (1 mark each for first 5 offered)	<b>(5)</b>

**Total for Question 17 – 5 marks**

Question Number	Answer	Mark
<b>18 (a)</b>	Definition: The complete set of steps that must take place in order to execute a sales transaction from start to finish.	<b>(1)</b>

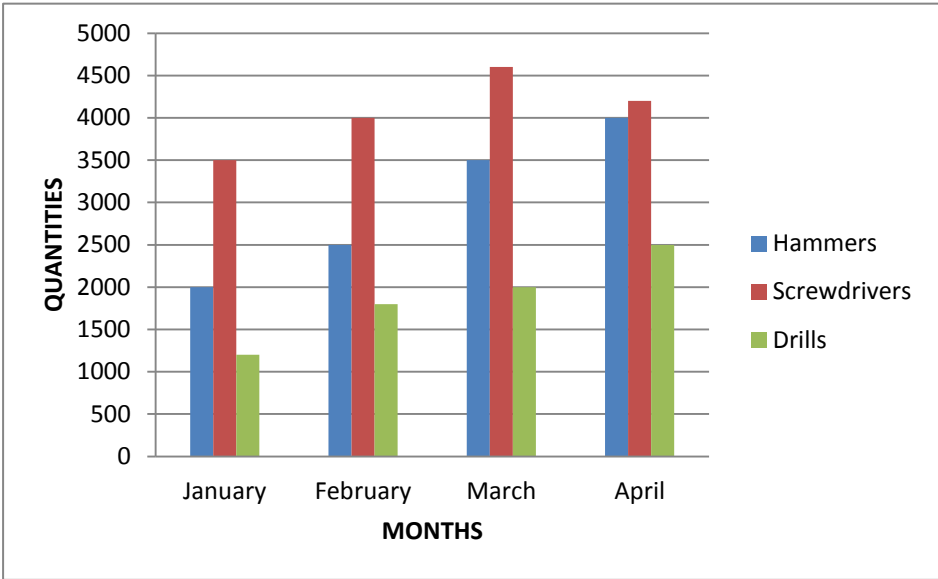
Question Number	Answer	Mark
<b>18 (b)</b>	i) Opening the sale ii) Call planning iii) Presentation iv) Handling objections v) Negotiation vi) Closing the sale  (1 mark for each of the above up to a maximum of 4 marks)	<b>(4)</b>

**Total for Question 18 – 5 marks**

Question Number	Answer	Mark
<b>19 (a)</b>	<ul style="list-style-type: none"> <li>- B2B</li> <li>- BSC</li> <li>- C2C</li> <li>- G2C</li> </ul> (First three only, 1 mark each and any other valid options at examiners discretion)	<b>(3)</b>

Question Number	Answer	Mark
<b>19 (b)</b>	Advantages of shopping online <ul style="list-style-type: none"> <li>- 24/7</li> <li>- own home</li> <li>- access to wider to products</li> <li>- home delivery</li> <li>- secure payment system</li> </ul>	<b>(2)</b>

**Total for Question 19 – 5 marks**

Question Number	Answer	Mark
20	 <p data-bbox="331 1043 1040 1173"> 1 mark for each axis, including appropriate scale (2)  1 mark for data labels ('Months' and 'Quantities')  1 mark for accuracy of data  1 mark for legend </p>	(5)

Total for Question 20 – 5 marks