



Mark Scheme

Series 4 2015

**Results**

Pearson LCCI Level 2  
Marketing (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 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 1****Syllabus topic 3.2 Segmentation, targeting and positioning**

Any five answers from:

Purchase occasion, benefits sought, user status, usage rate, loyalty status, readiness state, attitude towards product.

(5 marks)

**Question 2****Syllabus topic 6.4 Agencies**

(a) To advise clients about suitable media (1). To book relevant space/time in selected media (1). To carry out research relating to the effectiveness of various media (1). (3 marks)

(b) Agencies only need information relating to the particular task they are involved with (1). Agencies deal with many clients so minimal information reduces risk of leakage (1). (2 marks)

**Question 3****Syllabus topic 7.1 Packaging**

Any five answers from:

Protect, identify, differentiate, act as medium, inform, be disposable/reusable, add value, assist transportation.

(5 marks)

**Question 4****Syllabus topic 1.2 Organising for marketing**

Any five answers such as:

Purchasing, finance/accounts, personnel/human resources, production, research and development, administration, warehousing/logistics, IT department, security.

(5 marks)

**Question 5****Syllabus topic 2.2 Objectives and budgeting**

S = specific, M = measurable, A = achievable, R = relevant/realistic, T = timed

(5 marks)

**Question 6****Syllabus topic 4.1 Understanding market research**

Identify the problem/need for research (1).

Select the research method (1).

Carry out the research (1).

Analyse the research gathered (1).

Present the research findings (1).

(5 marks)

**Question 7****Syllabus topic 5.2 Product**

Five answers such as: (1 mark each)

Media advertising, sales promotions, intensive distribution, penetration pricing, product endorsement.

Examiners to use own knowledge and experience to mark possible alternative answers.

(5 marks)

**Question 8****Syllabus topic 5.1 Understanding the marketing mix**

Place = CONVENIENCE

PROMOTION = Communication

Product = CUSTOMER VALUE

PROCESS = Coordination

Physical evidence = CONFIRMATION

(5 marks)

### Question 9

#### Syllabus topic 6.7 Sales promotion

- (a) A short-term marketing tactic (1) that is used to increase sales or achieve other marketing objectives. (1) (2 marks)
- (b) Three examples such as: (1 mark each)  
Children eat free, free dessert with a main meal, discount prices, free drinks with a meal.

Examiners to use own knowledge and experience to mark alternative answers. (3 marks)

### Question 10

#### Syllabus topic 6.8 Personal selling

- (a) A senior, experienced salesperson within an organisation's sales force (1) (1 mark)
- (b) To liaise and communicate with the key account. (1)  
To service the account with regular orders to meet their needs. (1)  
To promote and increase relationships. (1)  
Increase income for the business. (1) (4 marks)

### Question 11

#### Syllabus topic 7.2 International marketing

- (i) Licensing – a company grants another company the rights to MANUFACTURE its products (1).  
– it allows the use of trade names, technology, patents, materials and knowledge (1).  
– the licensee pays a fee and possibly commission and royalties for these rights (1). (3 marks)
- (ii) Wholly-owned subsidiary – an organisation opens its own facilities in another international market (1)  
– the facility has responsibility for all its own operations (1). (2 marks)

### Question 12

#### Syllabus topic 3.1 Understanding consumer behaviour

- (a) May control flow of information (1). May control access to other DMU members (1). (2 marks)
- (b) Sources potential suppliers (1). Obtains quotations (1). Places orders and negotiates terms (1). (3 marks)

### Question 13

#### Syllabus topic 1.1 Understanding marketing

Marketing is the **MANAGEMENT** process that identifies, **ANTICIPATES** and **SATISFIES** customers' **NEEDS** at a **PROFIT**. (5 marks)

### Question 14

#### Syllabus topic 5.7 Process

staff uniforms telephone ordering knowledgeable staff carpeted floors friendly staff  
self service checkouts customer complaint desk background music  
pay by credit card company logo colour of the walls changing rooms (5 marks)

**Question 15**

**Syllabus topic 6.5 Public relations**

The 5 Ws of a news release are:

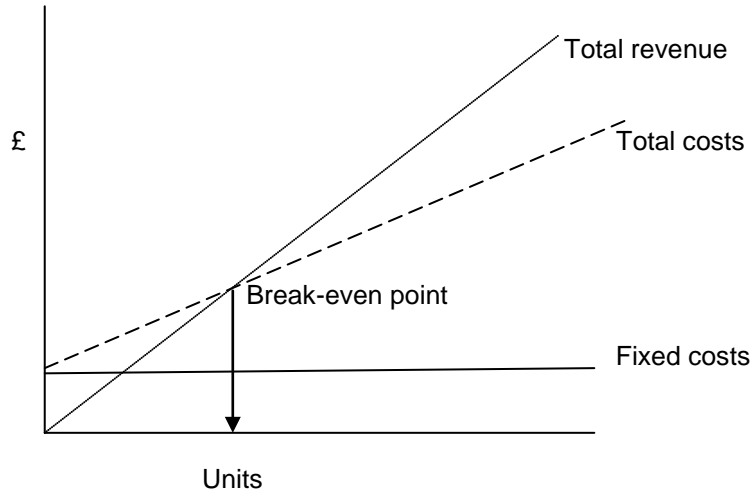
Who    When    Where    Why    What (or which)

(5 marks)

**Question 16**

**Syllabus topic 5.3 Price**

Allocate marks:  
1 mark for axes  
1 mark each labelled  
line.



(5 marks)

**Question 17**

**Syllabus topic 6.7 Personal Selling**

Teleselling is a variety/method of direct marketing (1). A salesperson tries to entice prospective customers to buy products or services using the telephone (1). Often the teleseller tries to arrange an appointment for a salesperson to call on a possible customer at an arranged later date (1). Teleselling can also include recorded sales presentations programmed to be played over the phone via automatic dialling (1). Customer numbers are frequently generated at random using computer programmes (1). (5 marks)

**Question 18**

**Syllabus topic 6.3 (Promotional) Budgets**

Decide what you want to achieve (objectives) (1), the method(s) to be used (tasks) (1) the length of time that will be needed (1), the amount of human resources that will be needed to complete the tasks, (1) how much money will be needed to finance the entire operation (1). (5 marks)

**Question 19**

**Syllabus topic 5.4 Place**

A traditional wholesaler receives goods in bulk and breaks this down into smaller amounts (1). Retailers place orders with the wholesaler either directly or through representatives (1) which are then delivered to the retailers premises, payment may frequently be through credit terms (1). A cash and carry also receives goods and breaks bulk – however, in this instance retailers have to visit the premises of the cash and carry (1) to select and purchase the goods they want. Invariably the retailers have to pay for the goods before leaving the premises (1).

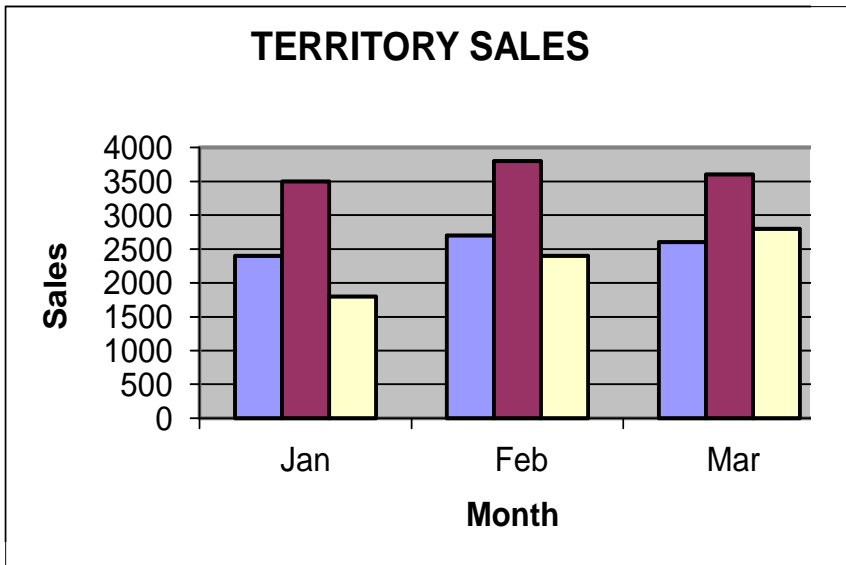
*Key points wholesaler – break bulk – order from W/s - W/s delivers*

*Key points C n C - visit C n C – pay on purchase*

(5 marks)

**Question 20**

**Syllabus topic 2.1 Marketing planning (presentation of information)**



Allocate marks

1 mark for each axis (2)

1 mark for data label

1 mark for accuracy of data

1 mark for legend

**Legend**

Blue – Territory 1

Purple – Territory 2

White – Territory 3

(5 marks)