

The maximum mark for this paper is **60**.

QUALITY OF WRITTEN COMMUNICATION

Quality of written communication is assessed in questions that are indicated accordingly (*). Marks should be awarded for spelling, punctuation and grammar, use of appropriate form and style of writing, and for organising work clearly and coherently.

Question Number	Answer	Marks
1	<p>Calculate the price charged to a customer for a framed bouquet with identified costs of £40 for materials and £30 for labour using the mark-ups identified on line 20.</p> <p>Identified costs: Material £40 Labour £30 Mark-up: Material 100% Labour 200%</p> <p>Material: £40 + 100% mark-up = £80 [1] Labour: £30 + 200% mark-up = £90 [2] Total Price charged = £80 + £90 = £170 [1] Correct answer of £170 gains [4]</p>	[4]
2*	<p>Discuss an appropriate pricing strategy that Sarah might adopt to increase demand in the coming months.</p> <p><i>The pricing strategy might include some discussion of known approaches e.g. cost-plus, demand based, psychological etc.</i></p> <p><i>Candidates have the opportunity to consider the full range of services/products mentioned in the case with the key consideration being to develop a strategy.</i></p> <p><i>Some may focus on the problem of seasonal sales.</i></p> <p><i>Candidates who focus on aspects of the 4 P's will not be highly rewarded.</i></p> <p>Level 4 Candidate demonstrates evaluative skills when formulating an appropriate pricing strategy that Sarah might adopt to increase demand in the coming months. Complex ideas have been expressed clearly and fluently using a style of writing appropriate to the complex subject matter. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p> <p>Level 3 Candidate demonstrates analytical skills when considering elements of a pricing strategy that Sarah might adopt to increase demand in the coming months. Relatively straight forward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2 Candidate is able to apply relevant suggestions to knowledge of pricing activities. Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p>	<p>[13]</p> <p>[9-13]</p> <p>[6-8]</p> <p>[3-5]</p>

Question Number	Answer	Marks
2* cont'd	Level 1 Candidate offers relevant theoretical knowledge only. Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.	[1-2]

Question Number	Answer	Marks
3	<p>Analyse <u>two</u> relevant methods of promotion which might be employed to improve the promotional mix at Floral Always.</p> <p><i>Several possible methods of promotion could be used with both above and below the line methods possible; Above-the-line promotion is the advertising of a product or service through consumer media. Below the line is promotional activity other than mass media advertising. It is important to show the relevance of the chosen method. Methods include different forms of advertising, sales promotion techniques, and sales promotion.</i></p> <p>Level 3 Candidate demonstrates analytical skills when considering method(s) of promotion that might be employed to improve the promotional mix at Floral Always.</p> <p>Level 2 Candidate explains method(s) of promotion that might be employed to improve the promotional mix at Floral Always.</p> <p>Level 1 Candidate offers theoretical knowledge only.</p>	<p>[6]</p> <p>[5-6]</p> <p>[3-4]</p> <p>[1-2]</p>
4	<p>In consideration of Option B, analyse the need for Sarah to reduce sampling error in her market research.</p> <p><i>It is unlikely that Floral Always will be able to collect the information that they require from all consumers. Such an approach would be very expensive and time consuming. Candidates need to consider what sampling error is i.e. the extent to which a particular sample is representative of the population from which it is drawn. Sampling error needs to be reduced because of the very specific product/service being provided. The determination of the 'population' is crucial. A reduction in sampling error would reduce the likelihood of bias in the data collected and the possibility of wasted expenditure.</i></p> <p>Level 3 Candidate demonstrates analytical skills when considering reason(s) for the need to reduce sampling error in the market research for Option B.</p> <p>Level 2 Candidate explains reason(s) for the need to reduce sampling error in the market research for Option B</p> <p>Level 1 Candidate offers only theoretical knowledge.</p>	<p>[6]</p> <p>[5-6]</p> <p>[3-4]</p> <p>[1-2]</p>

Question Number	Answer	Marks
5*	<p>Recommend and justify a market research plan that Sarah might use to gain the information required for Option B.</p> <p><i>In arriving at a market research plan candidates might consider the use of primary and/or secondary research, the costs and benefits of quantitative and/or qualitative research and the process of sampling (method, sample size, etc.).</i></p> <p><i>Candidates may also consider the advantages and disadvantages and/or the costs and benefits of the various methods open to Sarah for collecting the information required (questionnaires, focus groups, interviews, etc) and subsequent issues relating to their chosen method(s) ie questionnaire design, the use of a pilot questionnaire, face to face versus self completion etc.</i></p> <p><i>As Sarah already has some market research information, consideration may be given to what further information she might need.</i></p> <p><i>Relating the ideas to the business in the form of a clear plan will score well.</i></p> <p>Level 4 Candidate demonstrates evaluative skills when formulating an appropriate market research plan that Sarah might use to gain the information required. Complex ideas have been expressed clearly and fluently using a style of writing appropriate to the complex subject matter. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p> <p>Level 3 Candidate demonstrates analytical skills when considering elements of a market research plan that Sarah might adopt to increase demand in the coming months. Relatively straight forward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2 Candidate is able to apply relevant suggestions to knowledge of market research activities. Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p> <p>Level 1 Candidate offers relevant theoretical knowledge only. Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.</p>	<p>[13]</p> <p>[9-13]</p> <p>[6-8]</p> <p>[3-5]</p> <p>[1-2]</p>

Question Number	Answer	Marks
6*	<p>Should Sarah introduce the options which she is considering? Justify your view.</p> <p><i>Candidates should bear in mind that the changes would have a wide-ranging impact on the business as a whole. Better answers should reflect on the impact on other functional areas within the firm.</i></p> <p><i>Finance: can the firm afford the ideas presented (setting up the web site etc.)?</i></p> <p><i>People: staff skills? Widen the customer base? Need for more staff?</i></p> <p><i>Operations: maintaining quality? Research of product range?</i></p> <p><i>Also, there is a need to consider the wider market.</i></p> <p><i>Some discussion of the different changes and how they might impact on different issues would be credited. Better responses may refer to Ansoff's Matrix and the issues related to product/market development.</i></p> <p><i>The evaluation of the actual decision should draw on the other functional areas.</i></p> <p>Level 4</p> <p>Candidate demonstrates evaluative skills when considering whether Sarah should introduce the options.</p> <p>Complex ideas have been expressed clearly and fluently using a style of writing appropriate to the complex subject matter. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p> <p>Level 3</p> <p>Candidate demonstrates analytical skills when considering whether Sarah should introduce the options.</p> <p>Relatively straight forward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2</p> <p>Candidate is able to apply relevant suggestions to knowledge of impact of options.</p> <p>Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p> <p>Level 1</p> <p>Candidate offers relevant theoretical knowledge only.</p> <p>Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.</p>	<p>[18]</p> <p>[13-18]</p> <p>[7-12]</p> <p>[3-6]</p> <p>[1-2]</p>
	Paper Total	[60]

Assessment Objectives Grid (includes QWC)

Question	AO1	AO2	AO3	AO4	Total
1	2	2			4
2*	2	3	3	5	13
3	2	2	2		6
4	2	2	2		6
5*	2	3	3	5	13
6*	2	4	6	6	18
Total	12	16	16	16	60

BLANK PAGE