

Mark Scheme (Results)

January 2015

NQF BTEC Level 1/Level 2 Firsts in
Business

Unit 9: Principles of Marketing
(21325E)

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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	Answers	Mark
1	<ul style="list-style-type: none"> - Consumer <p>Do not accept any other response.</p> <p>Accept misspelling.</p>	1

Question Number	Answers	Mark
2	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - To understand customer needs - To increase competitiveness - To communicate with customers - To increase sales - To increase revenue - To increase market Share - To increase profits - To increase brand awareness - To increase customer loyalty - To promote the business <p>Accept any other valid response.</p>	1

Question Number	Answers	Mark
3a	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Logo <p>Or</p> <p>Logos</p> <p>Do not accept any other response.</p> <p>Accept misspelling.</p>	1

Question Number	Answers	Mark
3b	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Brand extension(s) - Brand extension strategy/strategies - Brand expansion - Brand expansion strategy/strategies <p>Do not accept any other response.</p> <p>Accept misspelling.</p>	1

Question Number	Answers	Mark
4(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Decline (decline stage, declining) - Saturation (saturated, market saturation) <p>Do not accept any other response. Accept misspelling.</p>	1

Question Number	Answers	Mark
4(b)	<p>Possible answers might include:</p> <ul style="list-style-type: none"> - When a business launches a new product (1) and the level of sales will be low / profits (cash flow) could be negative (1) - The launch stage (1) where the business does a lot of advertising (1) <p>Accept any other valid response. Do not accept 'introduces a new product'.</p>	2

Question Number	Answer	Mark
4(c)	<p>Possible answers might include:</p> <ul style="list-style-type: none"> - Entertainment World might want to have new sources of revenue (1) so that they can continue trading when old products reach the end of their lifecycle (1) - Entertainment World might want to maximise their revenues (1) by selling customers complimentary products (1) - Loyal customers are likely to buy a range of goods from the portfolio (1P) this protects Entertainment World against the risk of one product declining (1). <p>Accept any other valid responses.</p> <p style="text-align: right;">(2 x 2)</p>	(4)

Question Number	Indicative content	
4(d)	<p>The question stem outlines promotional uses of two social media channels.</p> <p>Possible points for discussion might include:</p> <p>POSITIVE</p> <ul style="list-style-type: none"> - If a person likes the Facebook page of the shop then they will be sent regular updates on new records and DVDs. - Messages can be seen by a wide audience and might be forwarded by the recipient if they are interesting or linked to a competition/ special offer leading to access to a wider audience - This type of promotion can be highly targeted due to the information shared by customers about their tastes and preferences - These platforms are relatively cheap - they simply require someone to spend time adding content to the site - The public are able to comment on posts, this can be positive. - . <p>NEGATIVE</p> <ul style="list-style-type: none"> - These platforms will only be effective if the business can gain a large number of followers/ likes - Many people dislike promotional messages, especially if they are monotonous/boring/overtly focussed on selling and have the option to block such communications from their newsfeed/apps etc. - The public are able to comment on posts, this can be negative. - Some people may make malicious comments 	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<p>A few key points identified, or one point described in some detail. The answer is likely to be in the form of a list. Only one viewpoint considered. Points made will be superficial/generic and not applied/directly linked to the situation in the question.</p> <p>The candidate will demonstrate knowledge of the use of promotion within the marketing mix and/ or factors that influence it.</p> <p>At the bottom of this level the candidate will identify one element of the social media channels and/ or factor that impacts on the effectiveness as a promotional tool.</p> <p>At the top of this level the candidate will identify three or more elements of the social media channels and/ or factors that impact on the effectiveness as a promotional tool.</p> <p>Alternatively the candidate may give a simple discussion of at least two aspects of the use of social media as a promotional tool. This is not likely to be in the context of the question.</p>

Level 2	4-6	<p>Some points identified, or a few key points described. Consideration of more than one viewpoint but there will be more emphasis on one of them. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.</p> <p>At the bottom of this level the candidate will discuss one or more aspect of the use of social media for promotional purposes. The discussion will be unbalanced.</p> <p>At the top of this level the candidate will discuss two or more aspects of the use of social media for promotional purposes and may attempt to place this in the context of the question.</p>
Level 3	7 – 8	<p>Range of points described, or a few key points explained in depth. All sides of the case are considered and the answer is well-balanced, giving weight to all viewpoints. The majority of points made will be relevant and there will be a clear link to the situation in the question.</p> <p>At the bottom of this level candidates will provide a balanced detailed discussion which is supported by some evidence from the context.</p> <p>At the top of this level the candidate will give a balanced detailed discussion of the use of social media for promotional purposes with a clear link to the context of the question.</p>

Question Number	Answer	Mark
5	<ul style="list-style-type: none"> - Capital / capital goods <p>Do not accept any other response. Accept misspelling.</p>	(1)

Question Number	Answer	Mark
6(ai)	<p>Award one mark for any of the following:</p> <p>Telephone Interviews interviews telephone calls phone calls phone interviews</p> <p>Do not award other responses. Accept misspelling.</p>	(1)

Question Number	Answer	Mark
6(aii)	<p>Award one mark for any of the following:</p> <p>questionnaires surveys face to face interviews foot count observation focus group visits</p> <p>accept any other valid response. Do not accept answer given for 6ai.</p>	(1)

Question Number	Answer	Mark
6b	<p>Possible answers include:</p> <ul style="list-style-type: none"> - The results may not be accurate (1) unless Kelvin speaks to a lot of people (1) - It would be expensive to Kelvin (1) as he would have to spend a lot of time / pay someone to conduct the interviews (1) <p>Award other valid responses.</p>	(2)

Question Number	Answer	Mark
7(a)	<p>Award one mark for any of the following:</p> <p>Political politics</p> <p>Do not award other responses. Accept misspelling.</p>	(1)

Question Number	Answer	Mark
7(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> - Interest rates - Exchange rates - Inflation - Growth - Unemployment - Taxation - Recession <p>Accept any other valid responses.</p>	(1)

Question Number	Answer	Mark
7(c)	<p>Possible answers include:</p> <ul style="list-style-type: none">- Health and safety laws (1) because demolition equipment is dangerous (1)- Consumer protection laws (1) means Kelvin is required to provide clear instructions on how to use the equipment (1) <p>Accept other valid responses.</p>	<p>(2)</p>

Question Number	Answer	Mark
8(a)	<p>Possible answers might include:</p> <ul style="list-style-type: none"> - When the price of a product increases (1) the demand for that product decreases by a larger percentage (1) - When the price of a product falls (1) demand for that product will increase by a larger amount (1) - % change in demand/% change in price (2) - Demand/Price (1) <p>Accept other valid responses.</p>	(2)
Question Number	Answer	Mark
8 (b)	<p>Possible answers include:</p> <ul style="list-style-type: none"> - ensures that Kelvin will make a profit / positive contribution on each sale (1) as the mark up increases the selling price above the cost of making the product (1) - It is a simple strategy for Kelvin to use (1) all he needs to do is to work out the cost and add the desired profit margin/ mark up (1) <p>Accept other valid responses.</p>	(2)
Question Number	Answer	Mark
8(c)	<p>Possible answers include:</p> <ul style="list-style-type: none"> - Kelvin would be able to measure the amount of market share that he may gain against the target he set (1M) so that he can take corrective action if needed / undertake further marketing activities (1D) - Kelvin could choose to target a specific number of companies with personal selling activity (1M) so that he gets enough new customers each month, given that not all businesses contacted would want to move from their present supplier (1D) - Kelvin would want to set a realistic target by focussing on businesses which are in an area needing a lot of demolition work (1M). This is because this is where there is likely to be a greater customer need and therefore more chance of achieving his goals (1D) <p>Accept other valid responses.</p>	(2 x 2) (4)

Question Number	Answer	Mark
9 (a)	<p>The Possible answers include:</p> <ul style="list-style-type: none"> - Personal selling / sales representatives - Advertising in trade journals - exhibiting at trade fairs - website <p>Accept other valid responses. Do not accept answers that are only related to B2C selling.</p>	(2)

Question Number	Answer	Mark
9(b)	<p>Possible answers might include:</p> <ul style="list-style-type: none"> - Kelvin might find that big companies are unwilling to deal with his business (1M) as they are not perceived as being a safe/known trading partner (1D) - It might indicate that competing firms are beating Kelvin's business to orders (1M) as they are likely to have a greater number of sales reps who can respond more quickly to enquiries (1D) - may result in higher costs (1M) as he may miss out on bulk order discounts / economies of scale (1D) <p>Accept other valid responses.</p>	(4)

Question Number	Indicative content	
9(c)	<p>Possible answers might include:</p> <ul style="list-style-type: none"> - Kelvin might be able to identify strengths of his business that he can build on such as making products to customer needs - Kelvin might be able to identify weaknesses of his business that he needs to address such as the lack of a strong brand identity / low market share for the company - Kelvin might be able to identify opportunities in the external environment such as an increase in the number of building projects starting in other parts of the UK - Kelvin might be able to identify external threats to his business such as the reputation / brand image of his competitors <p>However:</p> <ul style="list-style-type: none"> - Analyses will be based on historical data and this might not reflect future events - The analysis will only be as accurate as the data that Kelvin bases it on - Spending too long on an analysis might lead to Kelvin missing the chance to take advantage of an opportunity/ distract him from his main job of running his business. - 	
Level	Mark	Descriptor
	0	No rewardable material

Level 1	1-3	<p>Basic arguments on both sides identified, or only one side considered. The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question. No conclusion produced or the conclusion a consequence of only one side of the argument being considered.</p> <p>At the bottom of this level one or more points are identified. The answer is likely to be in the form of a list.</p> <p>At the top of this level there will be some superficial development of one or more points. The answer will be generic and not applied to the situation in the question.</p> <p>The answer is likely to be unbalanced and without a conclusion.</p>
Level 2	4-6	<p>Arguments for and against are described, but there will be more emphasis on one side than the other. The answer will be unbalanced. A conclusion is present, but this is either implicit or as a result of unbalanced consideration of the arguments. There is little or unfocused justification of the conclusion. Most points made will be relevant to the situation in the question, but the link will not always be clear.</p> <p>At the bottom of this level there is some development of the usefulness of some elements of the SWOT model. There will be tentative links to the scenario.</p> <p>At the top of this level the answer is likely to be unbalanced. There will be some development. Most points made will be relevant to the situation in the question, but the link will not always be clear. There will be some attempt at drawing a conclusion but this may be implied / unclear / unsupported.</p>
Level 3	7-8	<p>Balanced explanation of both sides for and against. A conclusion is produced which is justified clearly linked to the consideration of arguments for and against, and their relative importance to the situation. The majority of points made will be relevant and there will be a clear link to the situation in the question.</p> <p>At the bottom of this level there will be a detailed development of the usefulness of the elements of the SWOT model. The answer will be balanced. There will be a conclusion but not fully justified.</p> <p>At the top of this level both sides of the case for the usefulness of the SWOT are considered in detail. The answer is well-balanced, giving weight to different viewpoints. The majority of points made will be relevant and there will be a clear link to the situation in the question. There will be a fully justified conclusion.</p>

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