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Mark Scheme (Results)

Summer 2017

BTEC Level 1/Level 2 Firsts in Business

Unit 9: Principles of Marketing (21325E)

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## BTEC Next Generation Mark Scheme

### Business Unit 9: Principles of Marketing

Question Number	Answer	Mark
1	<ul style="list-style-type: none"><li>- Research/Development</li><li>- Introduction/Launch</li><li>- Growth</li><li>- Maturity</li><li>- Saturation</li><li>- Decline</li><li>- Extension</li></ul>	1

Question Number	Answer	Mark
2	<ul style="list-style-type: none"><li>- Manufacturer to shop</li><li>- Manufacturer to wholesaler</li><li>- Wholesaler to shop/customer</li><li>- Manufacturer to agent</li><li>- Agent to shop/customer</li><li>- Manufacturer to catalogue</li><li>- Direct to customer</li><li>- Online</li><li>- Retailer to customer</li></ul> <p>Do not accept social media sites.</p> <p>Graduate</p>	1

Question Number	Answer	Mark
3	<ul style="list-style-type: none"><li>- To plan/monitor/control costs</li><li>- To hold managers accountable</li></ul> <p>Graduate</p>	1

Question Number	Answer	Mark
4	<p>The amount of money added to the cost of making a product.</p> <p>Graduate</p>	1

Question Number	Answer	Mark
5	<ul style="list-style-type: none"><li>- Sales figures/reports</li><li>- Loyalty card data</li><li>- Customer counts</li></ul> <p>Graduate</p>	1

Question Number	Answer	Mark
6a	When information about customers/target market is used to make decisions/take action such as make product.  Do not accept 'market'.	1

Question Number	Answer	Mark
6bi	Specific  Accept any misspelling.  Clerical	1

Question Number	Answer	Mark
6bii	By setting a date that the target has to be achieved by.  Graduate	1

Question Number	Answer	Mark
6c	<ul style="list-style-type: none"> <li>- Television advertising might not be suitable (1) because this is often aimed at a very broad audience. (1)</li> <li>- Secondary market research might be less relevant (1) because its customers have very specific needs that might not have been investigated before. (1)</li> <li>- Prices for the chocolate might be higher (1) because it is made in smaller quantities/there is no close substitute in the market. (1)</li> <li>- The product will need to be tailored to specific needs (1) which might require specialist production methods/specific ingredients. (1)</li> </ul> <p>Do not award a mark for a definition of niche marketing as this is given in the STEM to question 6.</p> <p>Accept any other appropriate response.</p> <p>Expert</p>	4

Question Number	Indicative content
6d	<p><b>Arguments include</b></p> <ul style="list-style-type: none"> <li>- The business will be able to understand the type of flavours that customers might want and therefore it will be able to plan new product ranges.</li> <li>- The distribution channels that the business uses can be selected according to how the consumers like to shop.</li> <li>- Prices can be adjusted to reflect the perceptions of customers.</li> <li>- There can be a range of sizes of chocolate bars according to whether customers like to consume the product alone or with family/friends.</li> <li>- The promotional methods can be tailored to the interests of consumers, for example using relevant imagery in adverts.</li> </ul> <p>On the other hand, factors other than consumer behaviour may have a bigger impact such as:</p> <ul style="list-style-type: none"> <li>- the economic environment</li> <li>- competitor activity</li> <li>- ethical problems such as a scandal affecting the business might cause unexpected changes in consumer behaviour</li> <li>- the business might underperform due to non-marketing related issues, e.g. poor cash flow management.</li> </ul>
<b>Level</b>	<b>Descriptor</b>
0 0 marks	No rewardable material.
1 1-3 marks	<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>At the bottom of this level the candidate will identify one reason for understanding the importance of consumer behaviour.</p> <p>At the top of this level the candidate will identify three or more reasons for the importance of understanding consumer behaviour. Or two reasons identified, one of which has some development.</p>
2 4-6 marks	<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 imbalanced. 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 describe two reasons for the (un)importance of consumer behaviour. The impact will not always be clear. The response may be imbalanced.</p> <p>At the top of this level the candidate will describe three reasons why it is (un)important to understand consumer behaviour. The impact will not always be clear. The response may be imbalanced.</p>
3 7-8 marks	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>At the bottom of this level the candidate will explain three or more points about the importance of understanding consumer behaviour. The response will consider both sides of the argument. The impacts will be clear.</p>
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	<p>At the top of this level the candidate will explain in detail three or more points about the importance of understanding consumer behaviour. The response will consider both sides of the argument. The impacts will be clear.</p>
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Question Number	Answer	Mark
7	<ul style="list-style-type: none"> <li>- Have higher prices</li> <li>- Could make larger profits</li> <li>- Does not need to communicate with a large number of customers</li> <li>- Reduced promotion costs</li> <li>- Less competition</li> </ul> <p>Do not accept 'maintains loyalty'.</p> <p>Graduate</p>	1

Question Number	Answer	Mark
8ai	<ul style="list-style-type: none"> <li>- Does not harm the environment</li> <li>- Does not try to pass off non-organic products as organic</li> </ul> <p>Graduate</p>	1

Question Number	Answer	Mark
8aii	<ul style="list-style-type: none"> <li>- Customer disposable incomes</li> <li>- Increased demand</li> <li>- Inflation</li> <li>- Unemployment</li> <li>- Impact of BREXIT</li> </ul> <p>Graduate</p>	1

Question Number	Answer	Mark
8b	<ul style="list-style-type: none"> <li>- SWOT</li> <li>- Market map</li> </ul> <p>Accept other relevant responses.</p> <p>Graduate</p>	1

Question Number	Answer	Mark
8c	<ul style="list-style-type: none"> <li>- By setting lower prices (1) which would attract price sensitive customers. (1)</li> <li>- By producing goods that are better quality (1) so customers are more satisfied with their purchases. (1)</li> <li>- By developing a USP (1) so the products stand out from those of competitors. (1)</li> </ul> <p>Graduate</p>	2

Question Number	Answer	Mark
9a	<ul style="list-style-type: none"> <li>- Stand out from competition</li> <li>- Recognition of the brand</li> <li>- Add value to the product</li> <li>- Create loyalty</li> <li>- Create brand extensions</li> <li>- Can create image of quality</li> <li>- Helps create competitive advantage</li> <li>- Develops brand personality</li> </ul> <p>Graduate</p>	2



<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
9b	<ul style="list-style-type: none"> <li>- Does not harm the environment</li> <li>- Health benefits</li> </ul> <p>Accept any other valid response.</p> <p>Graduate</p>	2

<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
9c	<ul style="list-style-type: none"> <li>- Research carried out for at specific purpose (1) so most likely to be useful (1)</li> <li>- The information will be current (1) therefore it is information about the latest and most recent trends. (1)</li> </ul> <p>Do not award a mark for market research or trends.</p> <p>Accept any other valid response.</p> <p>Graduate</p>	2

<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
9d	<ul style="list-style-type: none"> <li>- More likely to produce the products that people want (1) meaning that he will have less products that are wasted/do not sell. (1)</li> <li>- Adverts will contain the right information (1) and therefore more likely to persuade people to buy his products. (1)</li> <li>- Prices will be set at the right level (1) therefore potential customers are more likely to be able to afford them. (1)</li> </ul> <p>Expert</p>	4

Question Number	Answer	Mark
10(a)	<p>If the price of the goods goes up the fall in demand (1) will be proportionately smaller.</p> <p>(1) Accept any other valid response.</p> <p>Expert</p>	2

Question Number	Answer	Mark
10(b)	<ul style="list-style-type: none"> <li>- Some products might be entering the decline stage in the product life cycle (1) so having other products allows the business to maintain revenues and profits. (1)</li> <li>- The business can target different types of customers/markets (1) which means that the business is protected if one market declines. (1)</li> <li>- More likely to have successful products from a wider portfolio (1) that can generate revenue to pay for the development of new products. (1)</li> <li>- Selling a single product may not generate enough revenue for a business (1) meaning the business has to target multiple market segments. (1)</li> </ul> <p>Accept any other valid response.</p> <p>Expert</p>	4

Question Number	Indicative content	Mark
10(c)	<p>Arguments for the importance of a consistent marketing mix</p> <ul style="list-style-type: none"> <li>- If marketing mix elements are inconsistent, this may confuse customers, for example if prices are set at a premium, but the product is not of adequate quality.</li> <li>- An inconsistent marketing mix can make it harder for customers to tell you apart from your competitors.</li> <li>- It can undermine trust / reliability in your brand.</li> <li>- Promotional messages must reinforce other messages, such as the prices charged.</li> <li>- If price is not consistent with premium quality, customers may shop elsewhere.</li> <li>- Organic/non-organic products will require different distribution channels as they are different target markets.</li> </ul> <p>Arguments against the importance of a consistent marketing mix</p> <ul style="list-style-type: none"> <li>- The business has different products that are aimed at different target markets. Each will require a different marketing mix.</li> <li>- The marketing mix might need to change over time to reflect changes in the range of products and/or market conditions, such as the cost of raw materials.</li> <li>- Government or other external factors intervening in the market e.g. food labelling rules, might lead to changes in the promotional/pricing/product/place activity of the business that is inconsistent with other factors.</li> </ul>	8
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1-3 marks	<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 point is identified. The answer is likely to be in the form of a list.</p> <p>At the top of this level there will be three points identified or two points, one of which has some superficial development. The answer is likely to be imbalanced and without a conclusion.</p>	
2	Arguments for and against are described, but there will be more	

4-6 marks	<p>emphasis on one side than the other. The answer will be imbalanced. 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 both sides of the importance of a consistent marketing mix will be considered with two points having some development. The answer is likely to be imbalanced. An unsupported conclusion is present.</p> <p>At the top of this level the answer may be imbalanced. At least three points will be developed, and 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>
3 7-8 marks	<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 importance of a consistent marketing mix. 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 having a consistent marketing mix is considered in detail. The answer is well balanced, giving weight to different viewpoints. The majority of points made will be relevant. There will be a fully justified conclusion.</p>