



Mark Scheme (Pre-standardisation)

May/June 2018

NQF BTEC Level 1/Level 2 Firsts in
Business

Unit 9: Principles of Marketing (21325)

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June 2018

Publications Code 21325E_1806_MS

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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.
- All marks on the mark scheme should be used appropriately.
- All 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 a candidate's response is not worthy of credit according to the mark scheme.
- Where some judgment is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt about applying 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.
- Phonetic spelling should be accepted.

BTEC Next Generation Mark Scheme

Business Unit 9 - 1806

Question Number	Answer	Mark
1	<ul style="list-style-type: none">- Research and Development- R&D- Development- Research- Launch/Introduction	1

Question Number	Answer	Mark
2	<ul style="list-style-type: none">- Infrastructure- Qualitative (owner's choice)- Cost of land/labour- Availability of skilled staff- Close to customer/supplier- Support services- Availability of grants/tax incentives <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
3	<ul style="list-style-type: none">- Surveys- Questionnaires- Interviews- Focus groups- User reviews/customer satisfaction data <p>Accept any other appropriate response.</p> <p>Do not accept media such as web sites, email, social media, telephone and face-to-face.</p>	2

Question Number	Answer	Mark
4	<ul style="list-style-type: none"> - Marketing/Marketing model - Sales/Sales model - Advertising/Advertising model 	1

Question Number	Answer	Mark
5	<ul style="list-style-type: none"> - Opportunity/Opportunities (1) <p>Accept misspelling</p>	1

Question Number	Answer	Mark
6	<ul style="list-style-type: none"> - Equipment - Buildings - Vehicles (cars/vans/lorries) - Machinery - Tools <p>Accept any other appropriate response. Do not accept mobile phones or materials used to make products</p>	1

Question Number	Answer	Mark
7a	<p>Award one mark for each point raised.</p> <ul style="list-style-type: none"> - Help to raise the profile/awareness of the business - Develop brand recognition/memorable/stand out - Allow brand extension/brand stretch - Can add value to the business - Allow higher prices to be charged - Help develop a personality - Help develop brand loyalty - Can attract wider range of customers <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
7b	<p>Award one mark for identifying the reason for using market research and a second mark for stating how the information would benefit the business.</p> <ul style="list-style-type: none"> - To identify target markets (1) that could help it find a gap it could target/find products to sell to fill the gap (1) - Identify competitor activity (1) to help identify strategies to overcome them (1) - to understand consumer behaviour/needs and wants (1) and so develop marketing strategies to increase success/identify if product range needs to change (1) - to identify market size/trends (1) to establish the value of a market/find if the market is changing (1) <p>Accept any other appropriate response.</p>	4

Question Number	Indicative content	Mark
8	<p>Advantages of e-commerce:</p> <ul style="list-style-type: none"> - reach a wider customer base - saves money as e-marketing usually costs less than other forms of advertising - can respond quickly 24/7 to customer requests - more efficient use of stock or other resources so profits should increase - can build up customer profiles on a database and so target new products at relevant customers - can send email newsletters to advise customers of coming promotions <p>Disadvantages of e-commerce:</p> <ul style="list-style-type: none"> - still have the shop so e-commerce alone is less beneficial unless you close the shop - needs extra infrastructure (computers/skilled or additional staff) to operate, which a small business such as this may not be able to afford - may need additional security features to avoid potential fraud - have to pay commissions/fees to secure online payment services - many items are fragile and would require specialist packaging which incurs additional cost 	8
Level	Descriptor	
0 marks	No rewardable material.	
1 1-3 marks	<ul style="list-style-type: none"> - 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. <p>Points made will be superficial/generic and not applied/directly linked to the situation in the question.</p>	
2 4-6 marks	<ul style="list-style-type: none"> - 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. 	

	<ul style="list-style-type: none"> - The answer is unbalanced. <p>Most points made will be relevant to the situation in the question, but the link will not always be clear.</p>
3 7-8 marks	<ul style="list-style-type: none"> - A 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. <p>The majority of points made will be relevant and there will be a clear link to the situation in the question.</p>

Question Number	Answer	Mark
9	<p>Award one mark for any two of the following.</p> <ul style="list-style-type: none"> - Helps gain/maintain market share/sales - Raises/develops brand awareness/recognition - Encourages customer loyalty - Builds reputation - Beats competitors/gain competitive advantage <p>Do not allow responses relating simply to market research</p>	2

Question Number	Answer	Mark
10	<p>Award one mark for each correct response given from any three of the following.</p> <ul style="list-style-type: none"> - Press advert/advert - Public relations - Personal selling - Sales promotions (coupons etc) - Leaflet drop/leaflet/Direct mail - Website/webpage/online - Above the line - Below the line - Guerrilla advertising - Social media <p>Accept any other appropriate response. Do not accept “advertising” - too vague</p>	3

Question Number	Answer	Mark
11	Realistic (Accept spelling mistakes)	1

Question Number	Answer	Mark
12a	Award one mark for any of the following. <ul style="list-style-type: none"> - Capital/Capital goods market - Goods/Goods market - Consumer goods/Consumer good market - Mass/Mass market - Niche/Niche market - B2B/Business to Business - B2C/Business to Consumer (Accept spelling mistakes)	1

Question Number	Answer	Mark
12b	<ul style="list-style-type: none"> - Product - Product orientated 	1

Question Number	Answer	Mark
13a	<ul style="list-style-type: none"> - Logos - Colours - Symbols - Image - Celebrity endorsements - Slogan/catch phrase - - Accept any appropriate response. 	1

Question Number	Answer	Mark
13b	<p>Award one mark for any of the following. Apply twice</p> <ul style="list-style-type: none"> - Can look to copy the facilities/products of the competitor - Can match the quality of service of the competitor - Can match the prices/offers of the competitor - Can match the opening hours of the competitor - Can compare market share/profits - Conduct research to determine customer preferences <p>Accept any appropriate response.</p>	2

Question Number	Answer	Mark
14a	<p>Award one mark for identifying a marketing activity and a second mark for stating how this will help increase market share. Up to a maximum of four marks.</p> <ul style="list-style-type: none"> - Increasing the advertising budget (1) so it can promote the new facilities and attract more business/win customers away from competitors (1) - Increasing the product range (1) gives customers more choice/attract business from competitor organisations (1) - Increasing the distribution channels (1) allows customers to book activities or events in advance to guarantee places/establish a brand image (1) <p>Accept any other appropriate response. Do not accept 'competitive prices'</p>	4

Question Number	Answer	Mark
14b	<p data-bbox="485 331 1157 461">Award one mark for stating how setting competitor level prices can help increase revenue and a second mark for developing this. Up to a maximum of two marks.</p> <ul data-bbox="485 544 1157 965" style="list-style-type: none"> <li data-bbox="485 544 1157 651">- Can attract consumers who have used a competitor business (1) to switch and use <i>Little Poppets</i> instead (1) <li data-bbox="485 696 1157 806">- Should lead to an increase in demand (1) providing this also leads to an increase in number of customers/sales (1) <li data-bbox="485 851 1157 965">- Could attract customers to use the service (1) if there is little difference between the offering/quality of rival businesses (1) <p data-bbox="485 1037 1011 1070">Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
14c	<p>Award one mark for identifying a disadvantage and a second mark for stating how this may impact on the business. Up to a maximum of four marks.</p> <ul style="list-style-type: none"> - Can cause a price war (1) which Little Poppets may not be able to win if its rivals are larger/national chains/have more reserves (1) - Competitors may have a lower cost base/more power (1) so Little Poppets may not be able to make a profit at this lower price level (1) - A lower price may lead customers to believe quality is not as good (1) which may lead to it losing business/demand (1) - Could make less profit (1) which could lead to lack of funds to develop the business as planned. (1) <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
14d	<p>The extent to which demand changes in response to a change in price (1)</p> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
14e	<p>When prices fall, demand will rise by a greater amount (1)</p> <p>Also accept the counter argument that demand falls more if prices are increased.</p> <p>Accept formula $= \frac{\% \text{ change in demand}}{\% \text{ change in price}}$ </p> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
15	<p>Advantages</p> <ul style="list-style-type: none"> • PESTLE analysis helps identify external influences on a business so can plan ahead. • It can be used to understand the wider/external market issues that could impact on the business and so can make alternatives. • This will enable the business to develop plans to overcome problems or benefit from opportunities so less likely to have problems in the future. • Enable the business to make decisions such as: <ul style="list-style-type: none"> ○ Setting prices to allow it to compete ○ Deciding on the number of places offered/opening times ○ Decisions about renovation and the services to be offered ○ Decisions on size of marketing budgets <p>Disadvantages</p> <ul style="list-style-type: none"> • Time consuming to carry out • Costly to research/carry out • Staff may not have the skills to carry out such an analysis • Data may be out of date/irrelevant • May not be appropriate for a business of this type/size as it may have been collected for other purposes <p>Indicative content</p> <p>Political issues such as changes in government or government policies such as raising the educational requirements for staff working in the childcare sector.</p> <p>Economic issues such as tax/inflation/interest rates that could impact on customer behaviour/spending power.</p>	8

	<p>Social issues such as change in consumer habits/lifestyle/ethics/demographics - in this case the increased use of childcare while parents/guardians work.</p> <p>Technological issues such as increase in use of online marketing to establish a strong brand identify.</p> <p>Legal issues such as food hygiene/safeguarding legislation/health and safety.</p> <p>Environmental issues such as cost of recycling/lack of recycling of one-use coffee cups/carbon footprint.</p> <p>Note: If response simply names the 6 elements of PESTLE, award 1 mark</p>	
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Welsh Assembly Government



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