



Mark Scheme (Pre-standardisation)

January 2020

NQF BTEC Level 1/Level 2 Firsts in
Business

Unit 9: Principles of Marketing
(21325E)

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**BTEC Next Generation Mark Scheme
Business Level 2 Unit 9**

Question Number	Answer	Mark
1	Specific (1) Accept any misspelling.	1

Question Number	Answer	Mark
2	Niche (1) Accept any misspelling.	1

Question Number	Answer	Mark
3	Award one mark for any of the following up to a maximum of 2 marks: <ul style="list-style-type: none"> • to gain market share (1) • to develop brand awareness (1) • to encourage customer loyalty (1) • to understand customer needs (1) • to keep ahead of competitors (1) • to communicate effectively with the public (1) • to increase sales and profitability (1) • to increase customer numbers (1) • to build relationships with customers (1) • to grow the business (1) • to meet business objectives and aims (1) Accept any other appropriate response.	2

Question Number	Answer	Mark
4	Decline (1) Accept any misspelling.	1

Question Number	Answer	Mark
5a	<p>Award one mark for any of the following up to a maximum of 2 marks:</p> <ul style="list-style-type: none"> • to identify target markets (1) • to identify competitor activity (1) • to identify the level of competition in the market (1) • to understand consumer behaviour/motivations (1) • to identify market trends (1) • to identify the value of a market (1) • to identify the growth of a market (1) • to inform decision making for price / product / place / promotion (1) <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
5b	<p>Award one mark for each source of external data, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Newspapers (1) • Books (1) • Magazines (1) • Trade journals (1) • Government information/census (1) • TV (1) • Radio (1) • Market/industry report (1) • Competitor website (1) • Trade website (1) <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
6	<p>Award one mark for the identification of a use of qualitative data and one mark for relevant development, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • It allows organisations to collect customer opinions / reactions / feelings (1) which then allows the business to make improvements / changes to their marketing decisions (1) • Qualitative responses provide information on market trends (1) which can be used by a business to develop new products / services in line with market demand (1) 	2

	<ul style="list-style-type: none"> It allows organisations to collect customer feedback (1) which can be used by a business to identify new target markets (1) Accept any other appropriate response. <p>Accept any other appropriate response.</p>	
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Question Number	Answer	Mark
7a	<p>Award one mark for identification of point</p> <ul style="list-style-type: none"> Customers tastes/needs/wants/habits keep changing (1) Customers are using social media more (1) Customer demographics / lifestyles are changing (1) <p>Accept any other appropriate response.</p>	1
7b	<p>Award one mark for identification of point</p> <ul style="list-style-type: none"> The business needs to keep changing its products (1) The way the business promotes / advertises itself might need to change (1) The business may need to adapt the pricing of its product / services (1) The way the business distributes its products and services may need to be reviewed (1) <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
8a	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> Compares the business practices / performances with competitors' practices / performances (1) Comparing the business to another business (1) A process for identifying and implementing best / better practices (1) Analyses the business processes of others (1) <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
8b	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • The rate at which a market is growing/reducing (1) • Performance in the market overtime (1) • Market trend is to see what is popular at the current moment in time (1) • Ongoing patterns within the market (1) <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
8c	<p>Award one mark for identification of a benefit and one mark for a relevant development, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Increasing market share will lead to a business having more customers compared to its competitors (1) which will lead to greater profits / revenues (1) • Increasing market share will bring cost savings (1) because the business can use its strength to negotiate lower prices with its suppliers (1) • Increasing market share may lead to expansion of the business (1) because the business is more recognizable (1) <p>Accept any other appropriate response.</p>	2

Question Number	Indicative content Discuss	Mark
9	<p>Possible answers might include:</p> <p>Implications:</p> <ul style="list-style-type: none"> • Helps the business to determine exactly what it should offer/sell. This should increase/maintain sales. • More likely to offer the services that people want meaning that it will be more likely to be in demand/be successful. • Advertising will be appropriate for the customer and therefore more likely to persuade people to become customers. • Promotion will be targeted at the right people using the correct media, and so be more cost effective. • Prices will be set at the correct level and so potential customers are more likely to be able to afford/purchase. • Marketing plan can focus on specific customers and so serve them better, increasing the popularity/revenue of the business. 	8

	<ul style="list-style-type: none"> • Having a specific target market may lead to smaller market share which will require increased advertising and promotion to ensure the business is successful. • The business is unlikely to benefit from economies of scale due to having a smaller target market, which may lead to the business charging higher prices for products. • Increased market research may need to occur in order to gather customer opinions, behaviours and motivations due to having a limited customer market available. 	
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Level	Descriptor – Discuss
0 0 marks	No rewardable material.
1 1–3 marks	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.
2 4–6 marks	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.
3 7–8 marks	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. The majority of points made will be relevant and there will be a clear link to the situation in the question.

Question Number	Answer	Mark
10	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • Business to consumer (1) • B2C (1) • Consumer goods market (1) • Goods market (1) • Mass market (1) <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
11a	<p>A product portfolio is all the products/services of a business/ the range of items sold by a business (1)</p> <p>Accept any other appropriate response. Only accept responses that relate to breadth of items rather than volume.</p>	1

Question Number	Answer	Mark
11b	Selling (1)	1

Question Number	Answer	Mark
11c	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • Below the line/BTL (1) • Direct/Direct mail (1) • Direct mail promotion (1) • Direct advertising (1) • Direct Promotion (1) • Direct marketing (1) <p>Do not allow advertising, promotion, online, print-based. Accept any misspelling.</p>	1

Question Number	Answer	Mark
11d	<p>Award one mark for any of the following, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Helps the business stand out from the competition/gives competitive advantage (1) • Creates loyalty / trust (1) • Gives an image of quality (1) • Helps develop brand extensions (1) • Adds value (1) • Business can create brand personality (1) • Makes the business / product more recognisable / identifiable (1) • Brands can demand higher (or lower) pricing in line with their brand strategy (1) <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
12a	<p>Award one mark for each method, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Questionnaires (1) • Interviews (1) • Surveys (1) • Focus groups / product testing (1) • Polls (1) • Observation of customer behaviour (1) <p>Accept any other appropriate response. Do not accept social media or face to face.</p>	2

Question Number	Answer	Mark
12b	<ul style="list-style-type: none"> • SWOT (1) • PESTLE/PEST (1) <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
12c	<p>Award one mark for identification of point and one mark for a reason, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Situational analysis helps the business forecast/predict trends (1) and this helps the business to make marketing decisions (1) • Situational analysis can be used to gain insight into the market (1) and this gives the business a better understanding of its competition/develop business aims/objectives (1) <p>Accept any other appropriate response. Do not accept identifying strength and weaknesses alone.</p>	2

Question Number	Answer	Mark
13	<p>Award one mark for each given pricing strategy, up to a maximum of 2 marks.</p> <ul style="list-style-type: none"> • Cost-plus (1) • Mark-up (1) • Competitive (1) • Price taking (1) • Skimming (1) • Penetration (1) • Psychological (1) • Premium (1) <p>Accept any other appropriate response. Accept any misspelling.</p>	2

Question Number	Indicative content	Mark
14	<p>Award one mark for identifying a benefit and one mark for each linked expansion of why this is a benefit to the business, up to a maximum of four marks.</p> <ul style="list-style-type: none"> • Selling online could increase the sales revenue/profits of the business (1) because it allows sales 24/7 (1) • Selling online could give the business a competitive advantage (1) because high street stores/shopping centres are open for set hours only (1) • Selling online could extend the market reach of the business (1) because it allows customers who are not in the area of the physical store to purchase goods (1) • Having online sales may allow the business to reduce costs (1) because there may be less need for staff / rental (1) • Having online sales allows for web pages to be shared (1) so there is more awareness / promotion of the business (1) <p>Accept any other appropriate response.</p>	4

Question Number	Indicative content Discuss	Mark
15	<p>Possible answers might include:</p> <p>Advantages of offering a loyalty card</p> <ul style="list-style-type: none"> • Product awareness – every time the customer makes a purchase the card is swiped. This identifies the customer and each item bought so buying habits can be analysed. • Mailing lists – can be used to send out tailored advertisements/promotional material. • Repeat business – customers collecting points think of that business first when they come to a buying decision. • Increased sales – encourages customers to shop more frequently. • Improved customer satisfaction – benefits of rewards and receiving targeted information/incentives. <p>Disadvantages of offering a loyalty card</p> <ul style="list-style-type: none"> • Cost – giving discounts affects profits. • Cost of administering the scheme. • Many businesses have loyalty schemes so it may be hard to stand out from those offered by the competition. • Privacy – business will have to adhere to the law and will be fined for any breaches • Data does not give the full picture – cannot track where else the customer shops/what they buy. • Sensitivity – customers may not want to give out sensitive personal data to a business for fear of fraud, etc. 	8

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