



Mark Scheme (Results)

January 2021

Pearson BTEC Firsts
Business (21325E)
Unit 9: Principles of Marketing

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Publications Code 21325E _2101_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 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 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.

Question Number	Answer	Mark
1	<p>Award one mark for any of the following, up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Product (1) • Price (1) • Place (1) • Promotion (1) <p>Accept spelling errors.</p>	2

Question Number	Answer	Mark
2	<p>Award one mark for stating the meaning of the term 'consumer'.</p> <ul style="list-style-type: none"> • A person who buys goods or services for personal use (1) • A person who uses goods or services (1) <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
3	<p>Award one mark for any of the following, up to a maximum of two marks:</p> <ul style="list-style-type: none"> • To understand customer needs (1) • To keep ahead of competitors (1) • To communicate effectively with the public (1) • To increase sales /profitability (1) • To increase market share (1) • To increase customer numbers (1) <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
4	<p>Award one mark for stating the meaning of the term 'niche market'.</p> <ul style="list-style-type: none"> • A market targeting specific customers (1) • (1) • Selling products/services to a specific group (1) • A specialised product / service that meets specific needs (1) <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
5a	<p>Award one mark for stating the meaning of the term 'USP'.</p> <ul style="list-style-type: none"> • Unique selling point (1) • The unique features of a product/business (1) <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
5b	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Makes it stand out (1) • Gives it a competitive advantage (1) • Improves sales / revenue (1) • Increases number of customers (1) • Generates customer loyalty (1) • Improves market share (1) <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
6	<p>Award one mark for a correct response.</p> <ul style="list-style-type: none"> • Logo (1) • Local celebrity endorsement/celebrity endorsement (1) <p>Accept spelling errors.</p>	1

Question Number	Answer	Mark
7a	<p>Award one mark for the correct response.</p> <ul style="list-style-type: none"> • Threat/Threats (1) <p>Accept spelling errors.</p>	1

Question Number	Answer	Mark
7b	<p>Award one mark for any of the following, up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Employment / unemployment levels • Disposable income • taxation • Recession • Inflation • Interest rates • Exchange rates <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
8	<p>Award one mark for the identification of the importance of knowing competitor activity and one additional mark for the appropriate expansion up to a maximum of four marks.</p> <ul style="list-style-type: none"> • To stay ahead / stand-out / differentiate from competitors (1) so that the business does not lose out on market share (1) • To know about new services competitors are offering (1) so that the business can launch similar services/alternative services (1) • To gain an understanding of competitor pricing (1) so that the business can remain competitive (1) • To gain awareness of competitor growth/expansion (1) so that the business can tailor its promotion to specific locations (1) • To understand competitor promotional activity (1) so that the business can offer more dynamic promotional offers (1) • To know your competitor's strength /weakness (1) so that the business can adapt their products / services (1) <p>Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
9	<p>Possible answers might include:</p> <p>Advantages of Primary research:</p> <ul style="list-style-type: none"> • The business already has access to a small customer base that could provide immediate data and feedback and support the business in identifying new services. • Specific locations can be targeted providing the business with future customers as well as research data. • The methods chosen can be specific and flexible to meet the needs of the target market and can lead to qualitative feedback, which will help to identify strengths and weaknesses in the business. • Can be cheaper to run meaning that the business does not need a large research budget. • Research gathered using primary methods provides fresh and current information that can identify trends and changes in the gardening sector. • Primary research is gathered first-hand meaning that the business will have more accurate data and feedback that can be used to help it identify key services to offer. <p>Disadvantages of Primary research:</p> <ul style="list-style-type: none"> • Primary research methods can be time-consuming, which may lead to the business needing to factor in additional budget to cover the cost of research. • There is no national or competitor data to compare primary research to, which could limit the effectiveness of the research gathered and its accuracy. • Primary research could lead to excessive amounts of qualitative data, which will need to be analysed and evaluated, costing the business both time and money. • There is no guarantee that primary data is accurate and without bias. • The business may not have the skills and experience needed to undertake the research. 	8

Level	Descriptor
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	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
10a	<p>Award one mark for stating the meaning of the term 'profitability'.</p> <ul style="list-style-type: none"> • A measure of profit that can be made (1) • Ability of a business to generate revenue greater than its cost (1) <p>Accept any other appropriate response. Do not accept 'make a profit'</p>	1

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

Question Number	Answer	Mark
10c (i)	<p>Award one mark for the correct response.</p> <p>Measurable (1)</p> <p>Accept spelling errors.</p>	1
10c (ii)	<p>Award one mark for the correct response.</p> <p>Realistic (1)</p> <p>Accept spelling errors.</p>	1

Question Number	Answer	Mark
11a	<p>Award one mark for the correct response.</p> <ul style="list-style-type: none"> Product portfolio <p>Accept spelling errors.</p>	1

Question Number	Answer	Mark
11b	<p>Award one mark for any of the following, up to a maximum of two marks:</p> <ul style="list-style-type: none"> Development (1) Introduction (1) <p>Accept spelling errors.</p>	2

Question Number	Answer	Mark
12a	<p>Award one mark for any of the following, up to a maximum of two marks:</p> <ul style="list-style-type: none"> Can show feelings/emotions/ /opinions/needs of customers (1) Can be gathered from specific customers (1) It gives data that is specific to the business/product (1) Can help build relationships with customers (1) <p>Accept any other relevant benefit.</p>	2

Question Number	Answer	Mark
12b	<p>Award one mark for why this is a benefit and one additional mark for the appropriate expansion up to a maximum of four marks.</p> <p><i>Hogan's Subs</i> will be able to identify its target market / customer needs and wants (1) meaning that it can tailor its marketing and promotional activities (1).</p> <p><i>Hogan's Subs</i> will be able to identify new trends / gaps in the market (1) meaning new products could be launched to meet customer need (1).</p> <p>Market research can be used to inform pricing decisions (1) allowing pricing to be in line with competitors and customer expectations (1).</p> <p><i>Hogan's Subs</i> will be able to understand competitor activity (1) so it can amend its marketing to maintain a competitive advantage (1).</p> <p>Accept any other appropriate response.</p>	4

Question Number	Answer	Mark
13	<p>Award one mark for a benefit of using social media as a method of promotion, and one mark for why this is a benefit, up to a maximum of four marks.</p> <p>Social media allows the business to target larger audiences (1) which may lead to increased sales / customers / revenue (1)</p> <p>Promotion through social media can be set up free of charge (1) meaning the business would be able to start marketing without impacting its cash flow (1)</p> <p>Social media gives the business the chance to interact with customers (1) which can lead to increased loyalty through customers feeling valued (1)</p> <p>Social media promotions can be shared by customers (1) meaning that the business can reach a wider audience without further cost (1)</p> <p>Do not accept general benefits of promotion.</p> <p>Accept any other appropriate response.</p>	4

Question Number	Answer	Mark
14	<p>Possible answers might include:</p> <p>Advantages of penetration pricing:</p> <ul style="list-style-type: none"> • It allows new products to enter the market without facing heavy competition. • Customers are more likely to try new products that are lower priced. • Low pricing can lead to increased promotion through word-of-mouth. • It allows products to reach a wider and more diverse market, attracting customers that have not previously used the business. • Low pricing can stop other potential competitors from challenging the business and taking sales. • Number of sales is likely to be higher to begin, meaning the business is likely to increase its market share. <p>Disadvantages of penetration pricing:</p> <ul style="list-style-type: none"> • Can lead to customers expecting the low price to always remain limiting profits in the long term. • Can attract customers who are looking for a bargain rather than loyal customers. • Competitors may also lower prices to maintain market share. • Competition may mean that the business has to keep lowering prices. • Penetration pricing can lead to long-term losses as production costs increase. • Customers may see the products as being poor quality because of the price. • It is difficult to increase prices once a lower price has been set. 	8

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