



Pearson



Mark Scheme (Results)

Summer 2019

NQF BTEC Level 1/Level 2 Firsts in  
Business

Unit 9: Principles of Marketing  
(21325E)



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## BTEC Next Generation Mark Scheme Template

### Business Level 2 Unit 9

Question Number	Answer	Mark
1	<ul style="list-style-type: none"><li>• Political</li><li>• Political factors</li><li>• Politics</li></ul> <p>Accept politics as an answer. Accept misspellings.</p>	1

Question Number	Answer	Mark
2a	<ul style="list-style-type: none"><li>• Weakness/Weaknesses</li></ul>	1

Question Number	Answer	Mark
2b	<ul style="list-style-type: none"><li>• Situational/Situation analysis</li><li>• Situational/Situation</li></ul>	1

Question Number	Answer	Mark
3a	<ul style="list-style-type: none"><li>• Data based on opinion</li></ul> <p>Accept 'non-numerical' as a response. Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
3b	<p>Award <b>one</b> mark for any of the following:</p> <p>Customer comment feedback Trade/Mintel/Market research reports</p> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
4	Award <b>one</b> mark for either of the following: <ul style="list-style-type: none"> <li>• Place</li> <li>• Distribution</li> </ul>	1

Question Number	Answer	Mark
5	Award <b>one</b> mark for either of the following: <ul style="list-style-type: none"> <li>• Market for goods produced in large volumes (1)</li> <li>• Market where customer needs are all the same (1)</li> </ul> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
6a	Award <b>one</b> mark for any of the following: <ul style="list-style-type: none"> <li>• When sales/profits/revenues are starting to increase</li> <li>• Stage after introduction/before maturity</li> </ul> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
6b	<p>Award <b>one</b> mark for any of the following up to <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Sales peak</li> <li>• Market share can start to decline</li> <li>• Profits can start to decline</li> <li>• Advertising spend can be reduced</li> <li>• Competitors may have copied or come out with alternative products/services</li> <li>• Business may start to look for ways to extend the life of the product</li> </ul> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
7a	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• More convenient/Can order 24/7</li> <li>• Can use to compare products/prices against competitors</li> </ul> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark						
7b	<p>Up to a maximum of two marks.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> <p><b>7b(i)</b> Award <b>one</b> mark for identification of a disadvantage for the business of offering free delivery.</p> </td> <td style="width: 50%; padding: 5px;"> <p><b>7b(ii)</b> Award <b>one</b> mark for giving an appropriate reason why the response to 7b(i) is a disadvantage.</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>Will have to pay wages/delivery costs (1)</p> </td> <td style="padding: 5px;"> <p>So business will make lower profits (1)</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>May have to raise prices (1)</p> </td> <td style="padding: 5px;"> <p>This could limit the amount of sales (1)</p> </td> </tr> </table> <p>Accept any other appropriate response.</p> <p><i>Pre-stand NB. Disadvantages and reason may be reversed</i></p>	<p><b>7b(i)</b> Award <b>one</b> mark for identification of a disadvantage for the business of offering free delivery.</p>	<p><b>7b(ii)</b> Award <b>one</b> mark for giving an appropriate reason why the response to 7b(i) is a disadvantage.</p>	<p>Will have to pay wages/delivery costs (1)</p>	<p>So business will make lower profits (1)</p>	<p>May have to raise prices (1)</p>	<p>This could limit the amount of sales (1)</p>	2
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Question Number	Indicative content	Mark												
7c	<p data-bbox="464 360 1134 423"><i>Pre-stand NB. Disadvantages and reason may be reversed</i></p> <p data-bbox="464 456 911 488">Up to a maximum of four marks.</p> <table border="1" data-bbox="464 517 1166 1731"> <thead> <tr> <th data-bbox="464 517 683 584"></th> <th data-bbox="683 517 930 584">Column A</th> <th data-bbox="930 517 1166 584">Column B</th> </tr> </thead> <tbody> <tr> <td data-bbox="464 584 683 757">Reason for increasing marketing budget</td> <td data-bbox="683 584 930 757">What this will allow the business to do</td> <td data-bbox="930 584 1166 757">What the impact will be on the business</td> </tr> <tr> <td data-bbox="464 757 683 1312">To communicate effectively with the public</td> <td data-bbox="683 757 930 1312"> <ul style="list-style-type: none"> <li data-bbox="695 768 917 925">- This helps it to differentiate itself from competitors</li> <li data-bbox="695 958 917 1122">- Identifies what products are available to buy</li> <li data-bbox="695 1155 917 1312">- Informs customers about special offers</li> </ul> </td> <td data-bbox="930 757 1166 1312"> <ul style="list-style-type: none"> <li data-bbox="943 768 1150 898">- This helps build customer loyalty</li> <li data-bbox="943 958 1150 1059">- This should increase sales</li> <li data-bbox="943 1093 1150 1256">- This helps to encourage repeat business</li> </ul> </td> </tr> <tr> <td data-bbox="464 1312 683 1731">To understand customer needs</td> <td data-bbox="683 1312 930 1731"> <ul style="list-style-type: none"> <li data-bbox="695 1323 917 1570">- Allows it to identify which products will be in highest demand and</li> <li data-bbox="695 1581 917 1731">- which products are most likely to sell the most</li> </ul> </td> <td data-bbox="930 1312 1166 1731"> <ul style="list-style-type: none"> <li data-bbox="943 1323 1150 1476">- The business should increase revenue</li> <li data-bbox="943 1509 1150 1673">- The business is likely to have less waste</li> </ul> </td> </tr> </tbody> </table> <p data-bbox="464 1800 1002 1832">Accept any other appropriate response.</p>		Column A	Column B	Reason for increasing marketing budget	What this will allow the business to do	What the impact will be on the business	To communicate effectively with the public	<ul style="list-style-type: none"> <li data-bbox="695 768 917 925">- This helps it to differentiate itself from competitors</li> <li data-bbox="695 958 917 1122">- Identifies what products are available to buy</li> <li data-bbox="695 1155 917 1312">- Informs customers about special offers</li> </ul>	<ul style="list-style-type: none"> <li data-bbox="943 768 1150 898">- This helps build customer loyalty</li> <li data-bbox="943 958 1150 1059">- This should increase sales</li> <li data-bbox="943 1093 1150 1256">- This helps to encourage repeat business</li> </ul>	To understand customer needs	<ul style="list-style-type: none"> <li data-bbox="695 1323 917 1570">- Allows it to identify which products will be in highest demand and</li> <li data-bbox="695 1581 917 1731">- which products are most likely to sell the most</li> </ul>	<ul style="list-style-type: none"> <li data-bbox="943 1323 1150 1476">- The business should increase revenue</li> <li data-bbox="943 1509 1150 1673">- The business is likely to have less waste</li> </ul>	4
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Question Number	Indicative content	Mark
7d	<p>Possible answers might include:</p> <p><b>Advantages of a busy location</b></p> <ul style="list-style-type: none"> <li>• Busy location = possible higher footfall = more revenue</li> <li>• Potential for sales from impulse purchase</li> <li>• Would complement the existing online/telephone sales</li> <li>• Additional source of advertising through displays of products</li> <li>• Could offer tasting sessions to attract business</li> <li>• Would help the owner meet the target of expanding the business</li> </ul> <p><b>Disadvantages of a busy location</b></p> <ul style="list-style-type: none"> <li>• Cost of rent and rates</li> <li>• Need to employ staff for the shop if owner is to bake products</li> <li>• Competitors more likely to see product range and prices</li> <li>• No guarantee the increased sales would cover the costs of opening the shop</li> <li>• May need to expand baking production to meet demand</li> </ul>	8
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1–3 marks	<ul style="list-style-type: none"> <li>- A few key points identified, or one point described in some detail.</li> <li>- The answer is likely to be in the form of a list.</li> <li>- Only one viewpoint considered.</li> </ul> <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"> <li>- Some points identified or a few key points described.</li> <li>- Consideration of more than one viewpoint but there will be more emphasis on one of them.</li> <li>- The answer is unbalanced.</li> </ul> <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"> <li>- A range of points described or a few key points explained in depth.</li> <li>- All sides of the case are considered and the answer is well-balanced, giving weight to all viewpoints.</li> </ul> <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
8a	<p>Award <b>one</b> mark for either of the following:</p> <ul style="list-style-type: none"> <li>• The person who pays for the good or service</li> <li>• They may not use it, but will have paid for the good/service</li> </ul> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
8b	<ul style="list-style-type: none"> <li>• Logo/Logos</li> </ul>	1

Question Number	Answer	Mark
9a	<p>A feature of a business or product that differentiates it from competitors</p> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
9b	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Lower prices/Premium prices</li> <li>• Wide range of goods/services</li> <li>• Specialist trainer/advisers/staff</li> <li>• Better quality</li> <li>• Differentiated products</li> </ul> <p>Accept any other appropriate response.</p>	1



Question Number	Answer	Mark
9c	<p>Award <b>one</b> mark for any of the following up to two marks</p> <ul style="list-style-type: none"> <li>• Questionnaires</li> <li>• Interviews</li> <li>• Surveys/Polls</li> <li>• Primary/Field research</li> </ul> <p>Accept any other appropriate response.</p>	2
Question Number	Answer	Mark
10a	<ul style="list-style-type: none"> <li>• Competitive/Competitor/Competitor-based</li> </ul> <p>Accept misspellings.</p>	1

Question Number	Answer	Mark
10b	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Cost plus</li> <li>• Premium</li> <li>• Psychological</li> <li>• Penetration</li> <li>• Loss leader</li> <li>• Skimming</li> </ul> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark
10c	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Brand will be recognisable</li> <li>• Create brand value</li> <li>• Create brand personality</li> <li>• Differentiate from competitors</li> <li>• Improve brand loyalty</li> <li>• Create brand extensions</li> </ul> <p>Accept any other appropriate response.</p>	2

Question Number	Answer	Mark
11a	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Facebook</li> <li>• Instagram</li> <li>• Pinterest</li> </ul> <p>Accept any other appropriate response.</p>	1

Question Number	Answer	Mark										
11b	<p>Award <b>one</b> mark for identification of a benefit of developing an online presence and <b>one</b> additional mark for appropriate expansion of the benefit for the business, up to a maximum of <b>two</b> marks.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Column A</th> <th style="width: 50%;">Column B</th> </tr> </thead> <tbody> <tr> <td>Enables the business to extend its reach a wider audience (1)</td> <td>The marketing message/incentives can help create interest in the brand/increase membership/enhance reputation (1)</td> </tr> <tr> <td>Can allow members to leave comments (1)</td> <td>Which can be used to improve the customer service/satisfaction provided (1)</td> </tr> <tr> <td>Raise awareness of the business</td> <td>Should lead to increase in number of customers</td> </tr> <tr> <td>Can provide information to possible customers</td> <td>May attract more/different customers</td> </tr> </tbody> </table> <p>Accept any other appropriate response.</p> <p><i>Pre-stand NB. Benefit and reason may be reversed</i></p>	Column A	Column B	Enables the business to extend its reach a wider audience (1)	The marketing message/incentives can help create interest in the brand/increase membership/enhance reputation (1)	Can allow members to leave comments (1)	Which can be used to improve the customer service/satisfaction provided (1)	Raise awareness of the business	Should lead to increase in number of customers	Can provide information to possible customers	May attract more/different customers	2
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Question Number	Answer	Mark										
11c	<p data-bbox="486 349 1152 510">Award <b>one</b> mark for identifying an implication of offering a discount for businesses and <b>one</b> additional mark for stating the reason for the implication, up to a maximum of <b>two</b> marks. Apply twice.</p> <table border="1" data-bbox="486 539 1152 1160"> <thead> <tr> <th data-bbox="486 539 791 573">Column A</th> <th data-bbox="791 539 1152 573">Column B</th> </tr> </thead> <tbody> <tr> <td data-bbox="486 573 791 801">Overall business profitability would be reduced (1)</td> <td data-bbox="791 573 1152 801">If individual customers demand similar discounts (1)/ customers leave because it is too busy (1)</td> </tr> <tr> <td data-bbox="486 801 791 960">Number of members who pay the standard fees could go down (1)</td> <td data-bbox="791 801 1152 960">If existing customers may be put off re-joining if the centre is always full (1)</td> </tr> <tr> <td data-bbox="486 960 791 1028">Increase revenues (1)</td> <td data-bbox="791 960 1152 1028">Increase in demand (1)</td> </tr> <tr> <td data-bbox="486 1028 791 1160">Could lose business (1)</td> <td data-bbox="791 1028 1152 1160">Customers leave because it is too busy (1)</td> </tr> </tbody> </table> <p data-bbox="486 1229 1023 1261">Accept any other appropriate response.</p> <p data-bbox="486 1292 1038 1355"><i>Pre-stand NB. Implication and impact where appropriate may be reversed.</i></p>	Column A	Column B	Overall business profitability would be reduced (1)	If individual customers demand similar discounts (1)/ customers leave because it is too busy (1)	Number of members who pay the standard fees could go down (1)	If existing customers may be put off re-joining if the centre is always full (1)	Increase revenues (1)	Increase in demand (1)	Could lose business (1)	Customers leave because it is too busy (1)	4
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Could lose business (1)	Customers leave because it is too busy (1)											

Question Number	Indicative content	Mark
12	<p>Possible answers might include:</p> <ul style="list-style-type: none"> <li>• Can find out why customers do not renew membership and use this information to make changes to the membership</li> <li>• Research can help identify customer needs and wants from the service</li> <li>• Would be able to find out the prices that customers will/can afford to pay</li> <li>• Can find out methods of promotion most relevant to the target market that might help increase membership</li> <li>• Can see if there is any interest in the incentives being offered or if alternatives might be more successful</li> <li>• The research will have been collected for a specific purpose and therefore more useful</li> </ul> <p>However:</p> <ul style="list-style-type: none"> <li>• Primary research takes time and can cost a lot and the business may not be able to afford this</li> <li>• Customers/Potential customers may not be interested in answering questions when visiting the fitness centre</li> <li>• May need specialist staff to construct/carry out the survey and subsequent analysis</li> <li>• Secondary research could be cheaper/quicker and give sufficient results.</li> </ul>	8
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1–3 marks	<ul style="list-style-type: none"> <li>• The subject matter has been broken down into a limited number of smaller parts, but some parts are missing or irrelevant.</li> <li>• Only a few parts are described and these descriptions are superficial.</li> </ul> <p>Parts are treated in isolation and relationships are not explored.</p>	
2 4–6 marks	<ul style="list-style-type: none"> <li>• The subject matter has been broken down into a number of smaller parts which are mostly relevant and any omissions do not affect the overall outcome.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Parts are either all described, or one part is explained in detail with little comment on any others.</li> </ul> <p>Some relationships are explored but not in any great detail, and it is not clear which parts are more important than others.</p>
<p>3 7–8 marks</p>	<ul style="list-style-type: none"> <li>• The subject matter is broken down into a number of smaller relevant parts.</li> <li>• Parts are either explained in detail or described, according to their relative importance.</li> </ul> <p>Relationships between different parts are explored, both in terms of how they interact with each other and their relative importance.</p>

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