



Unit:
Understanding Consumer Behaviour

Assignment title:
Report on
Improving the Customer Buying Process

20 Credit Version

Sample Marking Scheme

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) **must** be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a **guide only** to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate's script must be fully annotated with the marker's comments (where applicable) and the marks allocated for each part of the tasks.

Throughout the marking, please credit any valid alternative point.

Where markers award half marks in any part of a task, they should ensure that the total mark recorded for the task is rounded up to a whole mark.

Marker's comments:		
Moderator's comments:		
Mark:	Moderated mark:	Final mark:

Task	Guide	Maximum Marks															
1	<p>Describe the industry, company, its products/services and customers. This should include influences of consumer demographics/psychographics/influence of social groups/family and culture and also discuss influences on the purchase of the product/service with the use of appropriate models.</p> <table border="1" data-bbox="280 611 1313 1339"> <thead> <tr> <th data-bbox="280 611 469 712"><i>0-5 marks</i></th> <th data-bbox="469 611 684 712"><i>6-7 marks</i></th> <th data-bbox="684 611 893 712"><i>8-11 marks</i></th> <th data-bbox="893 611 1102 712"><i>12-13 marks</i></th> <th data-bbox="1102 611 1313 712"><i>14-20 marks</i></th> </tr> </thead> <tbody> <tr> <td data-bbox="280 712 469 1075"><i>Basic description of the industry, company, its products/services and customers.</i></td> <td data-bbox="469 712 684 1075"><i>Limited description of the industry, company, its products/services and customers.</i></td> <td data-bbox="684 712 893 1075"><i>Adequate description of the industry, company, its products/services and customers.</i></td> <td data-bbox="893 712 1102 1075"><i>Sound description of the industry, company, its products/services and customers.</i></td> <td data-bbox="1102 712 1313 1075"><i>Comprehensive description of the industry, company, its products/services and customers.</i></td> </tr> <tr> <td data-bbox="280 1075 469 1339"><i>Basic references to relevant theory/models.</i></td> <td data-bbox="469 1075 684 1339"><i>Limited references to relevant theory/models.</i></td> <td data-bbox="684 1075 893 1339"><i>Adequate references to relevant theory/models.</i></td> <td data-bbox="893 1075 1102 1339"><i>Sound references to relevant theory/models.</i></td> <td data-bbox="1102 1075 1313 1339"><i>Comprehensive references to relevant theory/models.</i></td> </tr> </tbody> </table>	<i>0-5 marks</i>	<i>6-7 marks</i>	<i>8-11 marks</i>	<i>12-13 marks</i>	<i>14-20 marks</i>	<i>Basic description of the industry, company, its products/services and customers.</i>	<i>Limited description of the industry, company, its products/services and customers.</i>	<i>Adequate description of the industry, company, its products/services and customers.</i>	<i>Sound description of the industry, company, its products/services and customers.</i>	<i>Comprehensive description of the industry, company, its products/services and customers.</i>	<i>Basic references to relevant theory/models.</i>	<i>Limited references to relevant theory/models.</i>	<i>Adequate references to relevant theory/models.</i>	<i>Sound references to relevant theory/models.</i>	<i>Comprehensive references to relevant theory/models.</i>	20
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2	Evaluate the current buying process at the organisation, using relevant theory and models.	20															
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4 a)	Propose a new campaign for the company based on the customer's needs, motivations and values.				8
0-1 mark	2 marks	3-4 marks	5 marks	6-8 marks	<p><i>Basic understanding of consumer behaviour.</i></p>
<p><i>Basic example of a campaign relevant to the case study.</i></p>	<p><i>Limited example of a campaign relevant to the case study.</i></p>	<p><i>Adequately consistent example of a campaign relevant to the case study.</i></p>	<p><i>Critical, detailed and coherent example of a campaign relevant to the case study.</i></p>	<p><i>Consistently critical and comprehensive example of a campaign relevant to the case study.</i></p>	

4 b)	Propose a loyalty scheme based on an assessment of the benefits of the company building a relationship with its customers.				8
0-1 mark	2 marks	3-4 marks	5 marks	6-8 marks	<p><i>Basic understanding of loyalty schemes.</i></p>
<p><i>Basic example of a loyalty scheme relevant to the case study.</i></p>	<p><i>Limited example of a loyalty scheme relevant to the case study.</i></p>	<p><i>Adequate, generally coherent example of a loyalty scheme relevant to the case study.</i></p>	<p><i>Consistently coherent example of a loyalty scheme relevant to the case study.</i></p>	<p><i>Comprehensive and consistently coherent example of a loyalty scheme relevant to the case study.</i></p>	

4 c)	Recommend what further research is required into customer motives to encourage repeat purchases based on an assessment of the current data available.	14															
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5	<p>Using the Rolfe, G., Freshwater, D. and Jasper, M. (2001) model, critically review the learning that you have undertaken in order to complete this assignment.</p> <p>Based upon your learning, your reflection should include a description; an analysis and; an action plan in order to bring about improvements in the future.</p>	10									
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Note to markers

Please take appropriate action for any malpractice (plagiarism, collusion, referencing issues etc.) discovered as per the *AQ_28-a01_Academic Misconduct Policy* document. Please also complete and submit the *Malpractice Declaration Form*.

Learning Outcomes matrix

Task	Learning Outcomes assessed	Marker can differentiate between varying levels of achievement
1	2	Yes
2	5	Yes
3	4	Yes
4	1, 3, 4, 6, 7	Yes
5	All	Yes

Grade descriptors

Learning Outcome	Pass (40-59)	Merit (60-69)	Distinction (70+)
Examine the importance of understanding consumer behaviour	Provides a consistent understanding and analysis of complex information, concepts and frameworks in contexts involving interacting factors. Lacking suitable references and supporting theory.	Provides a critical understanding and analysis of complex information, concepts and frameworks in contexts involving multiple interacting factors. Limited references and supporting theory.	Provides consistently critical understanding and analysis of highly complex information, concepts and frameworks in contexts involving multiple interacting factors. Excellent references and supporting theory.
Examine the many influences that affect an individual's buying behaviour	Demonstrates an adequate ability to critically evaluate actions, methods and results and make appropriate judgements about their implications. Lacking suitable examples and references.	Demonstrates a sound ability to critically evaluate actions, methods and results and make appropriate judgements about their short and long term implications. Limited examples and references.	Demonstrates a comprehensive ability to critically evaluate actions, methods and results and make highly appropriate judgements about their short and long term implications. Excellent example and references.
Analyse the theories of new-product buying	Demonstrate adequate ability to analyse theories	Demonstrate ability to provide detailed and coherent analysis of theories	Demonstrate ability to provide comprehensive, lucid analysis of theories
Analyse the theories of customer loyalty and retention	Demonstrate adequate ability to analyse theories	Demonstrate ability to provide detailed and coherent analysis of theories	Demonstrate ability to provide comprehensive, lucid analysis of theories

Assess organisational buying behaviour	Demonstrate an adequate awareness of issues associated with the subject and make some appropriate judgements	Demonstrate a sound awareness of issues associated with the subject and make consistently appropriate judgements	Demonstrate a detailed awareness of the complexity of issues associated with the subject and make highly appropriate judgements
Evaluate the response of consumers to marketing in the different stages of purchasing	Provide a reasonable assessment of the subject; Ideas are generally coherent	Provide a generally strong assessment with some well-reasoned assumptions; Ideas are consistently coherent	Provide a consistently strong assessment with well-reasoned and original assumptions; All ideas are highly coherent
Evaluate the methods used to research consumer behaviour	Provide a reasonable assessment of the subject; Ideas are generally coherent	Provide a generally strong assessment with some well-reasoned assumptions; Ideas are consistently coherent	Provide a consistently strong assessment with well-reasoned and original assumptions; All ideas are highly coherent