

International Pre-Master's in Business
Quartz ID: 1274

Paper ID: 2357-SAMPLE

International Marketing

Global Assignment

Sample Assessment

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.

Throughout the marking, please credit any valid alternative point.

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.

Candidate Name and ID number:		
Marker's comments:		
Moderator's comments:		
Mark:	Moderated mark:	Final mark:
Penalties applied for academic malpractice:		

Important note on word counts: The word count for this assignment is 4,000 words.

Assignments which exceed the wordcount by more than 10% will be marked but markers must not read any words that exceed the 10% leeway, no marks will be awarded, and no feedback provided for any text beyond this prescribed limit. Markers must indicate on the script and in the marking breakdown the point at which the limit is reached which is, by definition, where they have stopped marking.

Task 1 – 30 Marks

Analyse the political, economic and business environment of the market you are planning to enter.

Mark Scheme

0-8 marks	9-11 marks	12-17 marks	18-20 marks	21-30 marks
<i>Little or no analysis of the political environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Inadequate analysis of the political environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Sufficient analysis of the political environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Good analysis of the political environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Very good analysis of the political environment and the challenges and opportunities of conducting business in the chosen country.</i>
<i>Little or no analysis of the economic environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Inadequate analysis of the economic environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Sufficient analysis of the economic environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Good analysis of the economic environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Very good analysis of the economic environment and the challenges and opportunities of conducting business in the chosen country.</i>
<i>Little or no analysis of the business environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Inadequate analysis of the business environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Sufficient analysis of the business environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Good analysis of the business environment and the challenges and opportunities of conducting business in the chosen country.</i>	<i>Very good analysis of the business environment and the challenges and opportunities of conducting business in the chosen country.</i>
Marker's comments/justifications:				

Task 2 – 30 Marks

Analyse the cultural dimensions of conducting business in the country, and the impact of this on the marketing of the business.

Mark Scheme

0-8 marks	9-11 marks	12-17 marks	18-20 marks	21-30 marks
<i>Little or no analysis of the cultural dimensions of conducting business in the chosen country.</i>	<i>Inadequate analysis of the cultural dimensions of conducting business in the chosen country.</i>	<i>Sufficient analysis of the cultural dimensions of conducting business in the chosen country.</i>	<i>Good analysis of the cultural dimensions of conducting business in the chosen country.</i>	<i>Very good analysis of the cultural dimensions of conducting business in the chosen country.</i>
<i>Little or no analysis of the marketing challenges and opportunities of conducting business in the chosen country.</i>	<i>Inadequate analysis of the marketing challenges and opportunities of conducting business in the chosen country.</i>	<i>Sufficient analysis of the marketing challenges and opportunities of conducting business in the chosen country.</i>	<i>Good analysis of the marketing challenges and opportunities of conducting business in the chosen country.</i>	<i>Very good analysis of the marketing challenges and opportunities of conducting business in the chosen country.</i>
Marker's comments/justifications:				

Task 3 – 40 Marks

Identify a new product opportunity (not retail, service or infrastructure) that your team believes will succeed in the selected country and that they recommend for market entry. Analyse the market opportunity of the product in the country selected.

Mark Scheme

0-11 marks	12-15 marks	16-23 marks	24-27 marks	28-40 marks
<i>Little or no analysis of the market opportunity for your chosen product in the chosen country.</i>	<i>Inadequate analysis of the market opportunity for your chosen product in the chosen country.</i>	<i>Sufficient analysis of the market opportunity for your chosen product in the chosen country.</i>	<i>Good analysis of the market opportunity for your chosen product in the chosen country.</i>	<i>Very good analysis of the market opportunity for your chosen product in the chosen country.</i>
Marker's comments/justifications:				

Learning Outcomes Matrix

Question	Learning Outcomes / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1	1.2, 2.3	Yes
2	2.3	Yes
3	3.1, 3.3, 4.3	Yes

Grade Descriptors

Learning Outcome	Pass	Merit	Distinction
1. Be able to analyse and evaluate the underlying principles and theories of international marketing	Demonstrates an adequate level of understanding of the underlying principles and theories of international marketing	Demonstrates a robust level of understanding of the underlying principles and theories of international marketing	Demonstrates a highly comprehensive level of understanding of the underlying principles and theories of international marketing
2. Be able to describe the marketing research process and evaluate information sources for assisting in international business decision making	Demonstrates an adequate level of understanding of the marketing research process and the information sources for assisting in international business decision making	Demonstrates a robust level of understanding of the marketing research process and the information sources for assisting in international business decision making	Demonstrates a highly comprehensive level of understanding of the marketing research process and the information sources for assisting in international business decision making
3. Be able to apply principles of cross-cultural communication for effective marketing communication in a multi-cultural market environment	Demonstrates an adequate level of understanding of the principles of cross-cultural communication for effective marketing communication in a multi-cultural market environment	Demonstrates a robust level of understanding of the principles of cross-cultural communication for effective marketing communication in a multi-cultural market environment	Demonstrates a highly comprehensive level of understanding of the principles of cross-cultural communication for effective marketing communication in a multi-cultural market environment
4. Be able to identify and apply contemporary knowledge from international marketing to develop well-informed alternative solutions to problems that challenge international marketers	Demonstrates an adequate level of understanding of contemporary knowledge from international marketing to develop well-informed alternative solutions to problems that challenge international marketers	Demonstrates a robust level of understanding of contemporary knowledge from international marketing to develop well-informed alternative solutions to problems that challenge international marketers	Demonstrates a highly comprehensive level of understanding of contemporary knowledge from international marketing to develop well-informed alternative solutions to problems that challenge international marketers