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| <b>Ofqual QAN</b>    | <b>600/1325/4</b>                  |
| <b>Quartz ID</b>     | <b>1156 / 1157</b>                 |
| <b>Qualification</b> | <b>Level 4 Diploma in Business</b> |

|                         |                               |
|-------------------------|-------------------------------|
| <b>Unit ID</b>          |                               |
| <b>Assessment</b>       | <b>International Business</b> |
| <b>Assessment Type</b>  | <b>Global Assignment</b>      |
| <b>Assessment Cycle</b> | <i>SAMPLE</i>                 |

## 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:**

|              |                        |                    |
|--------------|------------------------|--------------------|
| <b>Mark:</b> | <b>Moderated mark:</b> | <b>Final mark:</b> |
|--------------|------------------------|--------------------|

**Penalties applied for academic malpractice:**

## Task 1 - 30 Marks

- (a) Appraise an organisation's market growth potential by considering its financial standing, popularity and performance of its product portfolio, core competencies and external market influences, using a range of appropriate tools and techniques.

(15 marks)

### Mark scheme

| 0-3 marks                                                                  | 4-5 marks                                                                | 6-8 marks                                                                | 9 marks                                                            | 10-15 marks                                                             |
|----------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------------------------------|
| <i>Little or no appraisal of an organisation's market growth potential</i> | <i>Inadequate appraisal of an organisation's market growth potential</i> | <i>Sufficient appraisal of an organisation's market growth potential</i> | <i>Good appraisal of an organisation's market growth potential</i> | <i>Very good appraisal of an organisation's market growth potential</i> |
| <i>Little or no application of appropriate tools and techniques</i>        | <i>Inadequate application of appropriate tools and techniques</i>        | <i>Sufficient application of appropriate tools and techniques</i>        | <i>Good application of appropriate tools and techniques</i>        | <i>Very good application of appropriate tools and techniques</i>        |
| <i>Little or no contextualisation of chosen organisation</i>               | <i>Inadequate contextualisation of chosen organisation</i>               | <i>Sufficient contextualisation of chosen organisation</i>               | <i>Good contextualisation of chosen organisation</i>               | <i>Very good contextualisation of chosen organisation</i>               |

- (b) Analyse TWO (2) new international markets that the company would like to operate in in terms of culture, customs and other external factors, using appropriate models.

(15 marks)

| 0-3 marks                                                   | 4-5 marks                                                 | 6-8 marks                                                 | 9 marks                                              | 10-15 marks                                                  |
|-------------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------------|
| <i>Little or no analysis of 2 new international markets</i> | <i>Inadequate analysis of 2 new international markets</i> | <i>Sufficient analysis of 2 new international markets</i> | <i>Solid analysis of 2 new international markets</i> | <i>Comprehensive analysis of 2 new international markets</i> |
| <i>Little or no application of appropriate models</i>       | <i>Inadequate application of appropriate models</i>       | <i>Sufficient application of appropriate models</i>       | <i>Good application of appropriate models</i>        | <i>Very good application of appropriate models</i>           |
| <i>Little or no contextualisation of</i>                    | <i>Inadequate contextualisation of</i>                    | <i>Sufficient contextualisation of</i>                    | <i>Good contextualisation of</i>                     | <i>Very good contextualisation of</i>                        |

|                            |                            |                            |                            |                            |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| <i>chosen organisation</i> |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|

## Task 2 - 25 marks

- (a) Identify a successful product that is being traded internationally from the organisation's product portfolio and examine its distinguishing features, using the Marketing Mix.

(10 marks)

### Mark scheme

| <b>0-2 marks</b>                                                                        | <b>3 marks</b>                                                                     | <b>4-5 marks</b>                                                                    | <b>6 marks</b>                                                                  | <b>7-10 marks</b>                                                                    |
|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <i>Little or no identification of a successful product being traded internationally</i> | <i>Limited identification of a successful product being traded internationally</i> | <i>Adequate identification of a successful product being traded internationally</i> | <i>Good Identification of a successful product being traded internationally</i> | <i>Very good identification of a successful product being traded internationally</i> |
| <i>Little to no examination of a product's distinguishing features</i>                  | <i>Inadequate examination of a product's distinguishing features</i>               | <i>Sufficient examination of a product's distinguishing features</i>                | <i>Good examination of a product's distinguishing features</i>                  | <i>Very good examination of a product's distinguishing features</i>                  |
| <i>Little or no application of the Marketing Mix</i>                                    | <i>Inadequate application of the Marketing Mix</i>                                 | <i>Sufficient application of the Marketing Mix</i>                                  | <i>Good application of the Marketing Mix</i>                                    | <i>Comprehensive application of the Marketing Mix</i>                                |

- (b) Develop a marketing plan to not only maintain the product's success in existing markets but also explore a new market (chosen from task 1(b)).

(15 marks)

### Mark scheme

| <b>0-3 marks</b>                                            | <b>4-5 marks</b>                                          | <b>6-8 marks</b>                                          | <b>9 marks</b>                                          | <b>10-15 marks</b>                                                |
|-------------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------------------------|
| <i>Little or no development of a marketing plan</i>         | <i>Inadequate development of a marketing plan</i>         | <i>Sufficient development of a marketing plan</i>         | <i>Detailed development of a marketing plan</i>         | <i>Very detailed and thorough development of a marketing plan</i> |
| <i>Little or no maintenance of the product's success in</i> | <i>Inadequate maintenance of the product's success in</i> | <i>Sufficient maintenance of the product's success in</i> | <i>Detailed maintenance of the product's success in</i> | <i>Very detailed maintenance of the product's success in</i>      |

|                                                 |                                               |                                               |                                             |                                                               |
|-------------------------------------------------|-----------------------------------------------|-----------------------------------------------|---------------------------------------------|---------------------------------------------------------------|
| <i>existing markets</i>                         | <i>existing markets</i>                       | <i>existing markets</i>                       | <i>existing markets</i>                     | <i>existing markets</i>                                       |
| <i>Little or no exploration of a new market</i> | <i>Inadequate exploration of a new market</i> | <i>Sufficient exploration of a new market</i> | <i>Detailed exploration of a new market</i> | <i>Very detailed and thorough exploration of a new market</i> |

### Task 3 – 25 marks

(a) Justify the resources needed to launch the product into the new international market.

(10 marks)

#### Mark scheme

| 0-2 marks                                                                                     | 3 marks                                                                                  | 4-5 marks                                                                                 | 6 marks                                                                                | 7-10 marks                                                                                     |
|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <i>Little or no justification of resources needed to launch the product into a new market</i> | <i>Limited justification of resources needed to launch the product into a new market</i> | <i>Adequate justification of resources needed to launch the product into a new market</i> | <i>Sound justification of resources needed to launch the product into a new market</i> | <i>Very detailed justification of resources needed to launch the product into a new market</i> |
| <i>Little to no contextualisation</i>                                                         | <i>Inadequate contextualisation</i>                                                      | <i>Sufficient contextualisation</i>                                                       | <i>Good contextualisation</i>                                                          | <i>Very good contextualisation</i>                                                             |

(b) Compare and contrast the different options available for the product to expand internationally and consider supply chain and financial investment implications.

(15 Marks)

#### Mark scheme

| 0-3 marks                                                              | 4-5 marks                                                            | 6-8 marks                                                            | 9 marks                                                            | 10-15 marks                                                                    |
|------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <i>Little to no comparison and contrast of different options</i>       | <i>Inadequate comparison and contrast of different options</i>       | <i>Sufficient comparison and contrast of different options</i>       | <i>Detailed comparison and contrast of different options</i>       | <i>Very detailed and thorough comparison and contrast of different options</i> |
| <i>Little or no consideration of financial investment implications</i> | <i>Inadequate consideration of financial investment implications</i> | <i>Sufficient consideration of financial investment implications</i> | <i>Detailed consideration of financial investment implications</i> | <i>Comprehensive consideration of financial investment implications</i>        |

|                                                                       |                                                                     |                                                                     |                                                                   |                                                                        |
|-----------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------------|
| <b><i>Little or no consideration of supply chain implications</i></b> | <b><i>Inadequate consideration of supply chain implications</i></b> | <b><i>Sufficient consideration of supply chain implications</i></b> | <b><i>Detailed consideration of supply chain implications</i></b> | <b><i>Comprehensive consideration of supply chain implications</i></b> |
|-----------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------------|

## Task 4 – 20 Marks

- a) Discuss the legal issues that your chosen organisation needs to contend with when trading internationally, with use of examples.

(10 marks)

### Mark scheme

| <b>0- 2 marks</b>                                                                                 | <b>3 marks</b>                                                                                  | <b>4-5 marks</b>                                                                                | <b>6 marks</b>                                                                                | <b>7-10 marks</b>                                                                                          |
|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <b><i>Little to no discussion of organisation's legal issues when trading internationally</i></b> | <b><i>Inadequate discussion of organisation's legal issues when trading internationally</i></b> | <b><i>Sufficient discussion of organisation's legal issues when trading internationally</i></b> | <b><i>Detailed discussion of organisation's legal issues when trading internationally</i></b> | <b><i>Detailed and thorough discussion of organisation's legal issues when trading internationally</i></b> |
| <b><i>Little or no use of examples</i></b>                                                        | <b><i>Inadequate use of examples</i></b>                                                        | <b><i>Sufficient use of examples</i></b>                                                        | <b><i>Sound use of examples</i></b>                                                           | <b><i>Comprehensive use of examples</i></b>                                                                |

- (b) Analyse the stakeholders associated with the organisation's expansion into a new market in terms of importance, power and influence, using a suitable model.

(10 marks)

### Mark scheme

| <b>0- 2 marks</b>                                                                            | <b>3 marks</b>                                                                             | <b>4-5 marks</b>                                                                           | <b>6 marks</b>                                                                           | <b>7-10 marks</b>                                                                                     |
|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <b><i>Little to no analysis of the stakeholders associated with new market expansion</i></b> | <b><i>Inadequate analysis of the stakeholders associated with new market expansion</i></b> | <b><i>Sufficient analysis of the stakeholders associated with new market expansion</i></b> | <b><i>Detailed analysis of the stakeholders associated with new market expansion</i></b> | <b><i>Detailed and thorough analysis of the stakeholders associated with new market expansion</i></b> |
| <b><i>Little or no application of a suitable model</i></b>                                   | <b><i>Inadequate application of a suitable model</i></b>                                   | <b><i>Sufficient application of a suitable model</i></b>                                   | <b><i>Sound application of a suitable model</i></b>                                      | <b><i>Comprehensive application of a suitable model</i></b>                                           |

## **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    | 1, 2 and 3                 | Yes                                                            |
| 2    | 3                          | Yes                                                            |
| 3    | 4 and 5                    | Yes                                                            |
| 4    | 6 and 7                    | Yes                                                            |

## Grade descriptors

| Learning Outcome                                                                                                                                                       | Fail                                                                                                                                                                    | Referral                                                                                                                                                                      | Pass                                                                                                                                                                    | Merit                                                                                                                                                                       | Distinction                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Assess market opportunities for international business growth                                                                                                          | Demonstrates little to no assessment of market opportunities for international business growth                                                                          | Demonstrates an extremely limited assessment of market opportunities for international business growth                                                                        | Demonstrates a satisfactory assessment of market opportunities for international business growth                                                                        | Demonstrates a very good assessment of market opportunities for international business growth                                                                               | Demonstrates an excellent assessment of market opportunities for international business growth                                                                               |
| Analyse the differences in international markets including cultures, customs and trading challenges to overcome when operating internationally                         | Shows little to no analysis of the differences in international markets including cultures, customs and trading challenges to overcome when operating internationally   | Shows an extremely limited analysis of the differences in international markets including cultures, customs and trading challenges to overcome when operating internationally | Shows a satisfactory analysis of the differences in international markets including cultures, customs and trading challenges to overcome when operating internationally | Demonstrates a very good analysis of the differences in international markets including cultures, customs and trading challenges to overcome when operating internationally | Demonstrates an excellent analysis of the differences in international markets including cultures, customs and trading challenges to overcome when operating internationally |
| Evaluate the potential of an organisation's product portfolio for international growth and deployment of a suitable marketing plan to aid the chosen product's success | Little to no evaluation of an organisation's product portfolio for international growth and deployment of a suitable marketing plan to aid the chosen product's success | Limited evaluation of an organisation's product portfolio for international growth and deployment of a suitable marketing plan to aid the chosen product's success            | Satisfactory evaluation of an organisation's product portfolio for international growth and deployment of a suitable marketing plan to aid the chosen product's success | Solid evaluation of an organisation's product portfolio for international growth and deployment of a suitable marketing plan to aid the chosen product's success            | Excellent evaluation of an organisation's product portfolio for international growth and deployment of a suitable marketing plan to aid the chosen product's success         |
| Explore logistics and supply chain management options to reliably                                                                                                      | Demonstrates little to no ability to explore logistics and supply chain management                                                                                      | Demonstrates an extremely limited ability to explore logistics and supply                                                                                                     | Demonstrates a satisfactory ability to explore logistics and supply                                                                                                     | Demonstrates a very good ability to explore logistics and supply                                                                                                            | Demonstrates an excellent ability to explore logistics and supply chain                                                                                                      |

|                                                                                                                                             |                                                                                                                                                                   |                                                                                                                                                                           |                                                                                                                                                                     |                                                                                                                                                                  |                                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| distribute products to the new market                                                                                                       | options to reliably distribute products to the new market                                                                                                         | chain management options to reliably distribute products to the new market                                                                                                | chain management options to reliably distribute products to the new market                                                                                          | chain management options to reliably distribute products to the new market                                                                                       | management options to reliably distribute products to the new market                                                                                              |
| Justify the resources required to support the chosen product's market entry including staffing, materials/equipment, finance and timeframes | Little to no justification of the resources required to support the chosen product's market entry including staffing, materials/equipment, finance and timeframes | An extremely limited justification of the resources required to support the chosen product's market entry including staffing, materials/equipment, finance and timeframes | A satisfactory justification of the resources required to support the chosen product's market entry including staffing, materials/equipment, finance and timeframes | A very good justification of the resources required to support the chosen product's market entry including staffing, materials/equipment, finance and timeframes | An excellent justification of the resources required to support the chosen product's market entry including staffing, materials/equipment, finance and timeframes |
| Assess a new market's legal, Corporate Social Responsibility (CSR) and ethical challenges and how they can be overcome                      | Demonstrates little to no assessment of a new market's legal, Corporate Social Responsibility (CSR) and ethical challenges and how they can be overcome           | Demonstrates an extremely limited assessment of a new market's legal, Corporate Social Responsibility (CSR) and ethical challenges and how they can be overcome           | Demonstrates a satisfactory assessment of a new market's legal, Corporate Social Responsibility (CSR) and ethical challenges and how they can be overcome           | Demonstrates a solid assessment of a new market's legal, Corporate Social Responsibility (CSR) and ethical challenges and how they can be overcome               | Demonstrates an excellent assessment of a new market's legal, Corporate Social Responsibility (CSR) and ethical challenges and how they can be overcome           |
| Justify the business case to relevant stakeholders for entering into an international business opportunity                                  | Little to no justification of the business case to relevant stakeholders for entering into an international business opportunity                                  | An extremely limited justification of the business case to relevant stakeholders for entering into an international business opportunity                                  | Satisfactory justification of the business case to relevant stakeholders for entering into an international business opportunity                                    | A very good justification of the business case to relevant stakeholders for entering into an international business opportunity                                  | An excellent justification of the business case to relevant stakeholders for entering into an international business opportunity                                  |