



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	Level 2 Award in Business / Level 2 Certificate in Business / Level 2 Diploma in Business

Unit ID	<i>Sample</i>
Assessment	Basics in Business
Assessment Type	Global Assignment
Assessment Cycle	<i>Sample</i>

A review of Hilton's business strategy

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.

Marker's comments:

Moderator's comments:

Mark:

Moderated mark:

Final mark:

Penalties applied for academic malpractice:

Important note on word counts:

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 – 20 Marks

Hilton uses the 4Ps – Product, Price, Promotion, and Place – for marketing strategies. State actions under each of the 4Ps that Hilton could take to support its business in a digital age and meet modern guest demands.

Mark Scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-4	Limited understanding of the 4Ps and their application. Minimal reference to course material and specific examples.
	5-8	Basic understanding demonstrated with some reference to the 4Ps and their application. Limited linkage to course material and specific examples. Basic discussion of product, price, promotion, and place.
Level 2: Intermediate Understanding	9-12	Clear understanding of the 4Ps and their application. Adequate linkage to course material and specific examples. Some detailed discussion of product, price, promotion, and place.
	13-16	Good understanding demonstrated with detailed reference to the 4Ps and their application. Comprehensive linkage to course material and specific examples. Clear and detailed discussion of product, price, promotion, and place.
Level 3: Advanced Understanding	17-18	Excellent understanding of the 4Ps and their application. Thorough linkage to course material and specific examples. Detailed and critical discussion of product, price, promotion, and place with well-supported conclusions.
	19-20	Outstanding understanding demonstrated with insightful reference to the 4Ps and their application. Extensive and critical linkage to course material and specific examples. Highly convincing discussion of product, price, promotion, and place, showing depth of analysis and originality.

Task 2 – 20 Marks

Research Hilton's corporate social responsibility (CSR) business model. Identify the advantages and disadvantages of Hilton having a corporate social responsibility (CSR) business model.

Mark scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-4	Limited understanding of Hilton's CSR business model. Minimal identification of advantages and disadvantages. Poor structure and clarity.
	5-8	Basic understanding demonstrated with some identification of advantages and disadvantages. Limited detail and examples. Adequate structure and clarity.
Level 2: Intermediate Understanding	9-12	Clear understanding of Hilton's CSR business model. Adequate identification of advantages and disadvantages. Some detail and examples. Good structure and clarity.
	13-16	Good understanding demonstrated with comprehensive identification of advantages and disadvantages. Detailed examples and analysis. Clear and detailed structure.
Level 3: Advanced Understanding	17-18	Excellent understanding of Hilton's CSR business model. Thorough identification of advantages and disadvantages. In-depth examples and critical analysis. Well-supported conclusions.
	19-20	Outstanding understanding demonstrated with extensive identification of advantages and disadvantages. Insightful and critical analysis with extensive examples. Highly convincing structure and clarity, showing depth of analysis and originality.

Task 3 – 15 Marks

Recommend how and why Hilton should motivate its employees for retention.

Mark scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-5	Limited understanding of factors influencing motivation to work. Minimal discussion of motivational strategies and concepts. Poor structure and clarity.
Level 2: Intermediate Understanding	6-10	Clear understanding of factors influencing motivation to work. Adequate discussion of motivational strategies and concepts. Good structure and clarity.
Level 3: Advanced Understanding	11-15	Excellent understanding of factors influencing motivation to work. Comprehensive discussion of motivational strategies and concepts. In-depth examples and critical analysis. Well-supported conclusions.

Task 4 – 15 Marks

Using a STEEPLE analysis framework, evaluate the external factors that Hilton Hotels must consider in order to remain competitive in the global market.

Mark scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-5	Limited understanding of STEEPLE analysis and its application. Minimal discussion of external factors impacting Hilton. Poor structure and clarity.
Level 2: Intermediate Understanding	6-10	Clear understanding of STEEPLE analysis and its application. Adequate discussion of external factors impacting Hilton. Good structure and clarity.
Level 3: Advanced Understanding	11-15	Excellent understanding of STEEPLE analysis and its application. Comprehensive discussion of external factors impacting Hilton. In-depth examples and critical analysis. Well-supported conclusions.

Task 5 – 15 Marks

Discuss the impact of changes in the determinants of demand and supply on the equilibrium price and output for Hilton Hotels. Use specific examples to illustrate your answer.

Mark scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-5	Limited understanding of market equilibrium and its application. Minimal discussion of determinants of demand and supply. Poor structure and clarity.
Level 2: Intermediate Understanding	6-10	Clear understanding of market equilibrium and its application. Adequate discussion of determinants of demand and supply. Good structure and clarity.
Level 3: Advanced Understanding	11-15	Excellent understanding of market equilibrium and its application. Comprehensive discussion of determinants of demand and supply. In-depth examples and critical analysis. Well-supported conclusions.

Task 6 – 15 Marks

Describe how deontology and consequentialism can be used to analyse and respond to ethical issues with regards to Hilton.

Mark scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-5	Limited understanding of deontology and consequentialism. Minimal discussion of their application to Hilton. Poor structure and clarity.
Level 2: Intermediate Understanding	6-10	Clear understanding of deontology and consequentialism. Adequate discussion of their application to Hilton. Good structure and clarity.
Level 3: Advanced Understanding	11-15	Excellent understanding of deontology and consequentialism. Comprehensive discussion of their application to Hilton. In-depth examples and critical analysis. Well-supported conclusions.

Learning Outcomes matrix

Task	Learning Outcome(s) / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1	1, 2	Yes
2	4, 5	Yes
3	1, 2	Yes
4	1	Yes
5	1, 3	Yes
6	4, 5	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
1 Discuss the nature of businesses and other types of organisations, including some of the key aspects of organisations and their environments including structure, culture and values.	Provides an adequate interpretation and analysis of the external environment using STEEPLE as it applies to Hilton.	Provides a well-supported and sound interpretation and analysis of the external environment using STEEPLE as it applies to Hilton.	Provides a highly comprehensive understanding of interpretation and analysis of the external environment using STEEPLE as it applies to Hilton.
2 Discuss the key principles of the main business functions (human resource management, supply chain, logistics, accounting and finance, and marketing).	Demonstrates adequate discussion of relevant frameworks and theories (STEEPLE, 4Ps, motivation theories).	Shows sound and appropriate discussion of relevant frameworks and theories (STEEPLE, 4Ps, motivation theories).	Shows innovative and highly appropriate discussion of relevant frameworks and theories (STEEPLE, 4Ps, motivation theories).
3 Recognise the external environment in which the business operates, including the economic context at national and global levels.	Demonstrates adequate and appropriate application of the determinants of demand and supply on the equilibrium price and output for Hilton Hotels.	Demonstrates sound and consistently appropriate application of the determinants of demand and supply on the equilibrium price and output for Hilton Hotels.	Demonstrates detailed and highly appropriate application of the determinants of demand and supply on the equilibrium price and output for Hilton Hotels.

4 Demonstrate knowledge and understanding of the principles of business ethics and the main social and environmental issues faced by businesses and other organisations.	Demonstrates adequate level of understanding of how deontology and consequentialism can be used to analyse and respond to ethical issues with regards to Hilton.	Demonstrates robust level of understanding of how deontology and consequentialism can be used to analyse and respond to ethical issues with regards to Hilton.	Demonstrates highly comprehensive level of understanding of how deontology and consequentialism can be used to analyse and respond to ethical issues with regards to Hilton.
5 Explore the idea of the wider responsibilities of business including corporate social responsibility and globalisation.	Demonstrates an adequate interpretation and evaluation of the advantages and disadvantages to Hilton of setting objectives for corporate social responsibility	Demonstrates a critical interpretation and evaluation of the advantages and disadvantages to Hilton of setting objectives for corporate social responsibility	Demonstrates a comprehensive understanding and critical interpretation and evaluation of the advantages and disadvantages to Hilton of setting objectives for corporate social responsibility