



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	Level 3 Diploma in Business

Unit ID	<i>Sample</i>
Assessment	Understanding Marketing
Assessment Type	Global Assignment
Assessment Cycle	<i>Sample</i>

SAMPLE Assignment 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 – 10 Marks

Briefly outline your chosen company and the product you have chosen. Explain key factors which have informed your decision to choose product; consider whether it fits in the company's current offering, market trends, and how this product supports the business's aims.

Assessment Area	Marks Available	Marking Guidance
1. Company Overview	3 marks	<ul style="list-style-type: none"> • 1 mark – Basic identification of the company • 2 marks – Includes brief product range or market • 3 marks – Well-expressed, concise summary of the brand's focus and reach
2. Clear Description of New Product	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Vague or general idea • 3–4 marks – Clear and logical new product idea • 5 marks – Well-articulated, creative idea with relevant delivery (e.g., chilled, bottled)
3. Market Trends Consideration	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Basic reference to a trend • 3–4 marks – Recognises trend and links it to product • 5 marks – Clearly explains relevance of trend (e.g., health/fitness focus)
4. Fit Within Existing Product Offering	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Vague or loosely connected to brand • 3–4 marks – Logical extension of current offerings • 5 marks – Strong rationale for brand alignment
5. Link to Business Aims/Strategic Fit	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Basic or general link to growth • 3–4 marks – Some alignment with goals • 5 marks – Clearly linked to company growth aims and target market expansion
6. Structure, Clarity & Relevance	2 marks	<ul style="list-style-type: none"> • 1 mark – Mostly clear with minor issues • 2 marks – Well-structured, concise, and relevant throughout

Guide	Maximum Marks
Company Overview: Costa Coffee is a leading UK-based coffee chain known for its hot drinks, snacks, and relaxed in-store experience. It has thousands of stores across the UK and internationally.	25

<p>New Product Idea: Costa could launch a ready-to-drink iced protein coffee. This would be sold in chilled bottles in-store and through retail outlets like supermarkets and gyms.</p> <p>Key Factors Considered:</p> <ul style="list-style-type: none"> • Market Trends: There is a growing demand for healthier drinks, especially among fitness-conscious consumers. Protein-based products are becoming more popular in the health and wellness market. • Fit with Costa's Offering: Costa already offers iced drinks and bottled cold coffee. Adding a protein option is a natural extension of their product line. • Business Aims: Costa aims to expand its product range and appeal to younger, health-conscious consumers. This product supports growth into the health and fitness market while staying true to its brand. 	
--	--

Task 2 – 25 Marks

Identify TWO (2) ways the company can use market segmentation for the new product or service. Include the benefits and limitations of each.

Assessment Area	Marks Available	Marking Guidance
1. Segmentation Method 1 (e.g., demographic)	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Method identified • 3–4 marks – Reasonably applied to the product • 5 marks – Clearly explained, relevant to target audience
2. Segmentation Method 2 (e.g., behavioural)	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Basic idea • 3–4 marks – Linked to product • 5 marks – Well explained and justified for the market
3. Benefits of Method 1 & 2	5 marks	<ul style="list-style-type: none"> • 1–2 marks – General points • 3–4 marks – Some link to company goals • 5 marks – Specific to the product and audience
4. Limitations of Method 1 & 2	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Very general • 3–4 marks – Reasonable limitations • 5 marks – Realistic, thoughtful drawbacks considered
5. Structure, clarity & relevance	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Some structure issues • 3–4 marks – Clear and mostly relevant • 5 marks – Well organised and flows logically

Guide	Maximum Marks
<p>Segmentation Method 1 – Demographic (Age and Lifestyle):</p> <p>Costa can target young adults aged 18–30 who are fitness-focused or health-conscious.</p> <ul style="list-style-type: none"> • Benefits: Easy to target through gyms, social media, and health blogs. Young adults are trend-aware and likely to try new drinks. • Limitations: Health trends can change quickly; younger customers may also be more price-sensitive. <p>Segmentation Method 2 – Behavioural (Benefits Sought):</p> <p>Targeting consumers looking for convenience and energy on-the-go.</p> <ul style="list-style-type: none"> • Benefits: Aligns with busy people who want both caffeine and nutrition in one drink. • Limitations: Some consumers may not be interested in protein-based drinks or might prefer fresh-made options. <p>These segmentation methods help Costa focus its marketing efforts and develop messages that appeal to specific needs and preferences.</p>	25

Task 3 – 25 Marks

Outline how your company can effectively target the identified segments.

Assessment Area	Marks Available	Marking Guidance
1. Explanation of Targeting Strategy	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Basic strategy named • 3–4 marks – Some explanation • 5 marks – Clearly applied to segments chosen
2. Application to Segment(s) from Task 2	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Loose connection • 3–4 marks – Relevant to segment needs • 5 marks – Fully aligned with audience wants
3. Channels or methods of targeting (e.g., digital, point-of-sale)	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Mentioned • 3–4 marks – Described • 5 marks – Explained with justification for chosen methods
4. Alignment with company and product	5 marks	<ul style="list-style-type: none"> • 1–2 marks – General comments • 3–4 marks – Links to Costa's image • 5 marks – Strong, consistent alignment

5. Structure, clarity & relevance	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Basic structure • 3–4 marks – Mostly clear • 5 marks – Logically developed and relevant to the brief
--	---------	--

Guide	Maximum Marks
<p>Costa can use differentiated targeting—creating specific marketing campaigns for different groups.</p> <ul style="list-style-type: none"> • For fitness enthusiasts: Promote the protein benefit. Use social media influencers, gym partnerships, and targeted ads on health apps. • For busy professionals/students: Focus on energy, convenience, and taste. Use posters in train stations, universities, and offices. • Targeted Messaging Examples: <ul style="list-style-type: none"> ○ “Fuel your day with Costa Protein Iced Coffee.” ○ “Grab & Go – Energy and Protein in One Bottle.” ○ They can also run sampling promotions at gyms and sports events. Loyalty app offers can be used to introduce the product with discounts or “buy one, get one free” trials. <p>This approach helps Costa speak directly to each group’s needs and grow product awareness and sales.</p>	25

Task 4 – 25 Marks

Explain how your chosen company can position its products in the minds of its consumers. Include elements of the marketing mix in your response.

Assessment Area	Marks Available	Marking Guidance
1. Explanation of product positioning	5 marks	<ul style="list-style-type: none"> • 1–2 marks – Definition only • 3–4 marks – Applied to Costa • 5 marks – Clearly positioned with rationale (e.g., “healthy and energising”)
2. Application of 4Ps (Product, Price, Place, Promotion)	8 marks	<ul style="list-style-type: none"> • 1–2 marks – Lists 1–2 elements • 3–5 marks – Some link to product • 6–8 marks – All 4Ps well explained with direct relevance to positioning
3. Consideration of additional Ps (People, Process, Physical Evidence)	4 marks	<ul style="list-style-type: none"> • 1–2 marks – One element mentioned • 3 marks – Partial application • 4 marks – At least 2 applied to the service experience (e.g., staff, environment)
4. Link between positioning and consumer perception	5 marks	<ul style="list-style-type: none"> • 1–2 marks – General statement • 3–4 marks – Some explanation

		• 5 marks – Clear explanation of how positioning affects brand image and audience understanding
5. Structure, clarity & relevance	3 marks	<ul style="list-style-type: none"> • 1 mark – Some disorganisation • 2 marks – Mostly coherent • 3 marks – Well-written and logically ordered portfolio section

Guide	Maximum Marks
<p>Costa can position the protein iced coffee as a healthy, energising and premium drink. It should be seen as modern and functional—not just another cold coffee.</p> <p>Marketing Mix Elements to Support Positioning:</p> <ul style="list-style-type: none"> • Product: Attractive, eco-friendly bottle design. Clear label showing protein content and benefits. • Price: Slightly premium but affordable. Special deals to encourage first-time buyers. • Place: Sold in Costa stores, supermarkets, vending machines, and gyms. • Promotion: Digital marketing, posters, gym partnerships, influencers, and Costa app promotions. • People: Trained staff can explain the new drink and recommend it to regular customers. • Process: Fast and easy purchase – grab-and-go style. • Physical Evidence: In-store displays, posters, and fridge branding to highlight the product. <p>By using a clear and consistent message, Costa can make customers associate this drink with health, energy, and convenience—building a strong place in the customer’s mind.</p>	25

Learning Outcomes matrix

Question	Learning Outcomes / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1	1.1,1.3,2.1.2.2,3.1	Yes
2	4.1,4.2	Yes
3	4.2.4.3	Yes
4	5.1,5.2	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Demonstrate an understanding of the role of marketing within an organisation	The student can demonstrate a basic/limited understanding of the role of marketing within an organisation, showing its primary functions and general importance, though answers may be limited and lack depth or focus.	The student can demonstrate a reasonable understanding of the role of marketing within an organisation, showing how marketing strategies align with organisational goals and contribute to business success. Answers provide reasonably clear detail of the impact of marketing on different aspects and show some depth and focus.	The student can demonstrate a clear understanding of the role of marketing within an organisation, explaining aspects with clarity and insight and demonstrating a strong grasp of how marketing drives business outcomes. Answers clearly show marketing's contribution to long-term business success.
Demonstrate an understanding of Business and organisation aims and marketing objectives	Student demonstrates a basic/limited understanding of business and organisational aims and marketing objectives. Can identify key business goals and the general relationship between marketing objectives and overall business aims. Student can provide basic or limited answers which may lack depth or focus	Student demonstrates a reasonable understanding of business and organisational aims and marketing objectives. Can identify key business goals and a general relationship between marketing objectives and overall business aims. Student can provide reasonably clear answers and show some depth and focus.	Student demonstrates a clear understanding of business and organisational aims and marketing objectives. Can identify key business goals and the relationship between marketing objectives and overall business aims. Student can provide clear answers with depth or focus
Demonstrate an understanding of Market research and analysis	Student demonstrates a basic/limited understanding of Market research and analysis. Student can	Student demonstrates a reasonable understanding of Market research and analysis. Student can	Student demonstrates a clear understanding of Market research and analysis. Student can provide clear answers with depth or focus

	provide basic or limited answers which may lack depth or focus	provide reasonably clear answers and show some depth and focus.	
Demonstrate an understanding of marketing decisions and consumer buying behaviour	Student demonstrates a basic/limited understanding of marketing decisions and consumer buying behaviour . Student can provide basic or limited answers which may lack depth or focus	Student demonstrates a reasonable understanding of marketing decisions and consumer buying behaviour. Student can provide reasonably clear answers and show some depth and focus.	Student demonstrates a clear understanding of marketing decisions and consumer buying behaviour. Student can provide clear answers with depth or focus
Demonstrate how to develop a marketing strategy	Student demonstrates a basic/limited understanding of how to develop a marketing strategy . Student can provide basic or limited answers which may lack depth or focus	Student demonstrates a reasonable understanding of how to develop a marketing strategy. Student can provide reasonably clear answers and show some depth and focus.	Student demonstrates a clear understanding of how to develop a marketing strategy. Student can provide clear answers with depth or focus