



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

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

SAMPLE Assignment Question Paper

Important notes

- Please refer to the Assignment Presentation Requirements for advice on how to set out your assignment. These can be found on the NCC Education *Campus*. Click on Policies and Advice in the left-hand menu and look under the Advice section.
- You must read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensure that you acknowledge all the sources that you use in your work. These documents are available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- You **must** complete the '**Statement and Confirmation of Own Work**'. The form is available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- **Please make a note of the recommended word count as stated in the brief. The maximum word count limit is the recommended work count plus 10% leeway. Submissions which exceed the maximum word count limit will be marked only up to the maximum word count limit. Any text that exceeds the maximum word count limit will not be marked. You must follow the note on word count as stated in the Submission Requirements section of the brief.** You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Case Study

Choose a company and identify a potential new idea for a new product or service they could launch. Carry out market research to find a growing segment of consumers.

You are expected to compile a 1200-word portfolio which will be presented to your colleagues, outlining your chosen product or service idea and the key factors which you have considered. You should answer Tasks 1-4, using around 300 words for each answer.

Task 1 – 25 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.

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.

Task 3 – 25 Marks

Outline how your company can effectively target the identified segments.

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.

Submission requirements

- You must submit a word-processed portfolio.
- Your report should answer Tasks 1 to 4. The word count is ONE THOUSAND AND TWO HUNDRED (1,200) words (+/-10%)
- All references and citations must use the Harvard Style.

Word Count

The word count for this assignment is **1200 words**. Pay careful attention to the mark allocation for each task so you don't spend too much time on any ONE (1) section.

You **MUST** state the word count in the header of your assignment and declare the number of words on your assignment cover sheet. You **MUST** confirm that you have not exceeded the stipulated word limit by more than 10%.

Any words written beyond the stipulated limit will not be read by the examiners; no marks will be awarded, and no feedback provided for any text beyond the prescribed limit.

In accordance with accepted academic practice, the notion of a word count includes the following without exception:

- All titles or headings that form part of the actual text. This does not include the fly (or cover) page or reference list
- All words that form the actual essay
- All words forming the titles for figures, tables, and boxes. However, this does not include the text within boxes, tables, or figures themselves
- All in-text (bracketed) references
- All directly quoted material

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensured that you have acknowledged all the sources that you have used in your work?

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Have you completed the 'Statement and Confirmation of Own Work' form and attached it to your assignment? **You must do this.**

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Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

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