



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 Examination
Date	<i>Sample</i>
Time	<i>Sample</i>

SAMPLE Examination 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:

Section A – Multiple Choice Questions

Answer these in your answer booklet – do NOT write on this Question Paper.
Write ONE (1) correct answer from A, B, C, or D for each question in your answer booklet.

Each question is worth 1 mark.

Question 1

What is one key role of marketing within an organisation?

1

- | | |
|---|---------------------------|
| a. Hiring employees | b. Managing finances |
| c. Identifying and meeting customer needs | d. Manufacturing products |

Mark Scheme

c. Identifying and meeting customer needs

Question 2

Which of the following best describes marketing as a management process?

1

- | | |
|-----------------------------------|--|
| a. Planning advertising only | b. Customer acquisition and retention through strategic planning |
| c. Staff training and development | d. Stock management |

Mark Scheme

b. Customer acquisition and retention through strategic planning

Question 3

Why is marketing important in an organisation?

1

- | | |
|--------------------------------------|--|
| a. To increase expenses | b. To improve communication within teams |
| c. To drive sales and support growth | d. To manage production |

Mark Scheme

c. To drive sales and support growth

Question 4

Which department is most likely to work closely with marketing?

1

- | | |
|----------------|-------------|
| a. Maintenance | b. Legal |
| c. Sales | d. Security |

Mark Scheme

c. Sales

Question 5

What is a typical aim of an organisation?

1

- a. Decrease brand awareness
- b. Increase customer satisfaction
- c. Raise employee turnover
- d. Minimise profits

Mark Scheme

b. Increase customer satisfaction

Question 6

Marketing objectives are often based on:

1

- a. Intuition
- b. Employee age
- c. Market research
- d. Social media trends only

Mark Scheme

c. Market research

Question 7

An example of a marketing objective could be:

1

- a. Hire new staff
- b. Reduce electricity bills
- c. Increase market share by 10%
- d. Move to a new office

Mark Scheme

c. Increase market share by 10%

Question 8

Which of the following is **not** a typical source of market research data?

1

- a. Customer surveys
- b. Sales records
- c. Weather reports
- d. Competitor analysis

Mark Scheme

c. Weather reports

Question 9

What is meant by 'validity' in market research?

1

- a. How entertaining the data is
- b. How well the research measures what it intends to
- c. How many people agree with the results
- d. How long the research took

Mark Scheme

b. How well the research measures what it intends to

Question 10

Which of these is a method of market research?

1

- a. Online survey
- b. Telephone interview
- c. Company sales data
- d. Focus group

Mark Scheme

c. Company sales data

Question 11

Which tool can be used to analyse a company's marketing environment?

1

- a. SWOT analysis
- b. Time sheet
- c. Profit and loss statement
- d. Job description

Mark Scheme

a. SWOT analysis

Question 12

What makes a research method reliable:

1

- a. It gives the best results every time
- b. It's just people's opinions only
- c. Is done quickly
- d. Is expensive

Mark Scheme

a. It gives the best results every time

Question 13

What is market segmentation?

1

- a. Selling products in bulk
- b. Dividing a market based on different characteristics
- c. Setting prices
- d. Deciding packaging

Mark Scheme

b. Dividing a market based on different characteristics

Question 14

A company targeting a specific age group is an example of:

1

- a. Product positioning
- b. Mass marketing
- c. Target marketing
- d. Brand loyalty

Mark Scheme

c. Target marketing

Question 15

Positioning a product in the mind of the customer means:

1

- | | |
|-----------------------------|---|
| a. Giving them free samples | b. Influencing how customers perceive the product |
| c. Telling them what to buy | d. Offering discounts only |

Mark Scheme

b. Influencing how customers perceive the product

Question 16

What influences consumer buyer behaviour?

1

- | | |
|-------------------------|---------------------|
| a. Personal preferences | b. Cultural factors |
| c. Social influences | d. All of the above |

Mark Scheme

d. All of the above

Question 17

Which of the following is **not** one of the traditional 4Ps?

1

- | | |
|--------------|----------------|
| a. Product | b. Place |
| c. Promotion | d. Partnership |

Mark Scheme

d. Partnership

Question 18

The 'Place' in the marketing mix refers to:

1

- | | |
|------------------------------|---------------------------------|
| a. The colour of the product | b. Where the product is sold |
| c. Where the product is made | d. Where the company is located |

Mark Scheme

b. Where the product is sold

Question 19

Which of the following is an **extra P** in the extended 7Ps?

1

- | | |
|-------------|------------|
| a. Planning | b. Process |
| c. Product | d. Pricing |

Mark Scheme

c. Product

Question 20

People in the 7Ps model refers to:

1

- | | |
|---------------------------------------|-------------------|
| a. Random individuals | b. Customers only |
| c. Employees and customer interaction | d. Celebrities |

Mark Scheme

c. Employees and customer interaction

Section B – Long Answer Questions

Answer these in your answer booklet – do NOT write on this Question Paper.

Each question is worth 20 marks.

Each question should be answered in approximately 200 words

Question 21

Explain the role and importance of marketing within an organisation. Discuss how marketing acts as a management process and how marketing objectives are formed based on organisational aims and research.

20

Mark Scheme

Level	Marks	Descriptor
High	16–20	Shows clear understanding, explains key terms accurately, includes relevant examples, well-structured response. Few or no errors.
Mid	10–15	Shows reasonable understanding, explains some terms correctly, some structure and examples. Some minor errors or gaps.
Low	0–9	Limited understanding, unclear explanation or inaccurate terms, little or no structure or examples. Major errors or confusion.

Model Answer (High level):

Marketing is how a business tells people about its products or services. It helps the business find out what customers want and how to reach them. The role of marketing is to make sure the business understands its customers and gives them what they need.

Marketing is important because it helps businesses make sales and grow. It builds relationships with customers and helps the business stand out from its competitors. Without marketing, people might not know the business exists.

Marketing is also a management process. This means it is planned and organised by managers. They do research, plan promotions, and set goals to make sure the business succeeds. For example, a clothing shop might use social media to promote a new range and check if customers like it.

Marketing objectives are linked to the overall aims of the business, like getting more customers or launching a new product. These are based on research to make sure the business is making the right decisions

Question 22

Describe different methods of market research and discuss how an organisation ensures the validity and reliability of the data collected. Explain how tools such as SWOT or PESTLE can help analyse the marketing environment.

20

Mark Scheme

Level	Marks	Descriptor
High	16–20	Shows clear understanding, explains key terms accurately, includes relevant examples, well-structured response. Few or no errors.

Mid	10–15	Shows reasonable understanding, explains some terms correctly, some structure and examples. Some minor errors or gaps.
Low	0–9	Limited understanding, unclear explanation or inaccurate terms, little or no structure or examples. Major errors or confusion.

Model Answer (High level):

Market research is how a business finds out what customers want. It also helps them learn about competitors and what is happening in the market. There are two main types of research: primary (like surveys and interviews) and secondary (like websites, reports, and articles).

Good research should be valid (it asks the right questions) and reliable (gives the same results each time). For example, if a café asks customers about their favourite drinks, that helps them know what to sell.

Businesses can also look at the world around them using PESTLE analysis. This means thinking about things like the economy, technology, and laws. For example, if laws change about plastic packaging, a company may have to change how it wraps its products.

A SWOT analysis helps a business understand its strengths, weaknesses, opportunities, and threats. This helps them make better decisions and improve.

Question 23

Using a real or fictional company, explain how it can segment its market, target specific groups, and position its products effectively. Discuss how understanding consumer behaviour influences marketing decisions.

20

Mark Scheme

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High	16–20	Shows clear understanding, explains key terms accurately, includes relevant examples, well-structured response. Few or no errors.
Mid	10–15	Shows reasonable understanding, explains some terms correctly, some structure and examples. Some minor errors or gaps.
Low	0–9	Limited understanding, unclear explanation or inaccurate terms, little or no structure or examples. Major errors or confusion.

Model Answer (High level):

Segmentation means dividing the market into groups of people. This can be by age, gender, location, interests, or spending habits. For example, a toy company may target children under 10.

Targeting means choosing which group to sell to. A company might focus on just one group, like teenagers, or many groups. This helps them design the right product and message.

Positioning is how the business wants people to see the product. This includes branding, prices, and where it's sold. For example, a sportswear brand may position itself as high-quality and stylish.

Understanding buyer behaviour means knowing why customers buy things. People might buy because of price, style, quality, or because others are buying it. A company that understands this can better meet customer needs.

Question 24

Explain the 7Ps of the marketing mix and evaluate how a company can use them to develop an effective marketing strategy. Use examples to illustrate your points. **20**

Mark Scheme

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Mid	10–15	Shows reasonable understanding, explains some terms correctly, some structure and examples. Some minor errors or gaps.
Low	0–9	Limited understanding, unclear explanation or inaccurate terms, little or no structure or examples. Major errors or confusion.

Model Answer (High level):

The 7Ps are part of the marketing mix. They help a business plan how to sell a product or service.

- 1. Product – what the business is selling. It must meet customer needs.**
- 2. Price – how much it costs. It must be affordable but still make a profit.**
- 3. Place – where it is sold (in shops, online, or both).**
- 4. Promotion – how the business tells people about the product, like using adverts or social media.**
- 5. People – the staff who help customers. Good service is important.**
- 6. Process – how the product or service is delivered. It should be simple and smooth.**
- 7. Physical evidence – what the customer sees, like branding, uniforms, or the shop layout.**

A good mix helps the business attract customers and keep them coming back.

END OF PAPER

Learning Outcomes matrix

Question	Learning Outcomes / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1	1.1	
2	1.3	
3	1.2	
4	1.1	
5	2.1	
6	2.2	
7	2.2	
8	2.2	
9	3.2	
10	3.1	
11	3.3	
12	3.1	
13	4.1	
14	4.2	
15	4.3	
16	4.4	
17	5.1	
18	5.1	
19	5.2	
20	5.2	
LQ 1	1.1-2.2	
LQ 2	3.1-3.3	
LQ 3	4.1-4.4	
LQ 4	5.1-5.2	

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	The student can demonstrate a reasonable understanding of the role of marketing within an organisation, showing how marketing strategies align with organisational goals	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

	limited and lack depth or focus.	and contribute to business success. Answers provide reasonably clear detail of the impact of marketing on different aspects and show some depth and focus.	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 provide basic or limited answers which may lack depth or focus	Student demonstrates a reasonable understanding of Market research and analysis. Student can provide reasonably clear answers and show some depth and focus.	Student demonstrates a clear understanding of Market research and analysis. Student can provide clear answers with depth or 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	Student demonstrates a reasonable understanding of marketing decisions and consumer buying behaviour. Student can provide reasonably clear	Student demonstrates a clear understanding of marketing decisions and consumer buying behaviour. Student can provide clear answers with depth or focus

	answers which may lack depth or focus	answers and show some depth and 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