



Unit: Principles of Marketing

Assignment title: Fizz-ee Soft Drinks

June 2016

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:

Mark:

Moderated mark:

Final mark:

Penalties applied for academic malpractice:

Task	Guide	Maximum Marks
1	<p>Task (a) addresses assessment criteria 1.1 by inviting candidates to illustrate the role that marketing plays in a business. Part b addresses assessment criteria 1.3 of analysing the external business environment.</p> <p>Part (a)</p> <p>Award up to 5 marks for discussing any sensible aspects that shows how marketing can help drive improvements. This is an open question with many possible answers which may cover such factors as making the new range a more healthy product (e.g. with less sugar) to help tackle concerns over obesity. It could discuss how marketing can help to attract new customers to boost sales (e.g. via marketing communications). The company could attract new wholesalers to stock using attractive trade discounts, etc. Candidates may mention how creating awareness or desire for the new range could boost profits and sales.</p> <p>Part (b)</p> <p>Many aspects of the macro environment can be discussed using a variant of the STEEPLE/PEST/PESTLE model and applying it to the company. Award up to 4 marks for each of 5 in depth discussions about differing aspects of the macro environment. Alter the marking appropriately, depending on which variant of the model is applied.</p> <p>A few relevant factors which could be discussed in a PESTLE analysis:</p> <p>Political: Concerns in different countries about obesity, tooth decay (particularly in young children) and encouraging consumers not to drink as many soft drinks to improve health. Possible moves by Governments to increase taxes on ‘harmful products’.</p> <p>Economic: Affordable product for all target markets. Wide appeal to most demographics. Good value if bought in multi-packs.</p> <p>Social: Exotic juice flavour could encourage trial. Sales of water are rising and concern for healthy lifestyles could mean this drink does not succeed in a crowded soft drinks market. May be more suited to adults due to unusual flavours. May be preferred by more educated adults who may know more about exotic fruits.</p> <p>Technological – discussion of any aspect of technology used (e.g. possible savings by using thinner aluminium cans, greener transport to get the products to the market, etc.).</p>	5

Task	Guide	Maximum Marks
	<p>Legal - any laws covering the product (e.g. health and safety, food labelling, etc.). Laws to ban advertising certain products to children if considered harmful.</p> <p>Environment – recyclable product, encourage supermarkets to have recycling banks, etc.</p>	<p style="text-align: right;">20</p> <hr/> <p style="text-align: right;">25</p>
<p>2</p>	<p>This task addresses assessment criteria 1.2 analysing various business orientations.</p> <p>Part (a)</p> <p>Award up to 2 marks for explaining or defining product orientation. Award up to 4 marks for advantages and 4 marks for disadvantages of adopting a product orientations. Of the 4 marks, awards 3 marks for knowledge and 1 mark for application for both advantages and disadvantages.</p> <p>Product orientation is where an organisation is mainly focused on its product and on the skills, knowledge and systems that support that product.</p> <p>Advantages could include:</p> <ul style="list-style-type: none"> - Organisations can focus on improving product quality of the drinks - Technological investment can be applied to a wide range of products (e.g. new more effective canning machinery) - Economies of scale can more easily be applied to similar products <p>Disadvantages could include:</p> <ul style="list-style-type: none"> - The focus is on the product and not needs and wants of the consumer. There are already too many soft drink brands – is another one needed? - May result in lower sales initially (i.e. less use of discounts and other promotional devices to attract customers). - Based on internal or product strengths – and this could be based on wrong assumptions if no customer research is conducted. Perhaps consumers will not favour unusual or exotic flavours 	<p style="text-align: right;">10</p>

Task	Guide	Maximum Marks
	<p>Part (b)</p> <p>Award up to 5 marks for explaining societal orientation and 5 marks for each of the 2 examples.</p> <p>This is a logical development from customer/marketing orientation.</p> <p>Societal marketing keeps customers happy and offers them their needs and wants but also....</p> <ul style="list-style-type: none"> - Considers the needs of the whole society - Expects and measures ethics - Monitors where companies get raw materials from. Are the products environmentally friendly? Is the product Fair Trade? Is the product recyclable? <p>The organisation could form an alliance (e.g. with an ethical organisation such as The Rainforest Alliance to donate money to their cause with every can purchased). The company could demonstrate any aspect of corporate social responsibility (e.g. employ local people, build local schools, train local people in vital skills, etc.).</p>	<hr/> 15 25
3	<p>This task addresses assessment criteria 2.1 by inviting candidates to identify and explain a suitable marketing mix.</p> <p>Candidates need to use the 4Ps as Ali-Kan is a product-based business, identifying price, product, place and promotion. (1 mark)</p> <p>Candidates should develop each element of the 4P mix, ensuring that each of the elements is correctly addressed according to the context of the case study (6 marks for each developed 'P').</p> <p>Suitable ideas have been discussed below based on targeting people who may buy the new range.</p> <p>Product</p> <p>Candidates could talk about any aspects of the product of appeal – the new flavours, the actual product (attractiveness of the can, taste, appeal of the brand name, packaging, etc.).</p> <p>Place</p> <p>Candidates are expected to talk about the place where the cans are sold and may discuss availability or where the product should be stocked, range of flavours available, ease of transporting the product. etc.</p>	

Task	Guide	Maximum Marks
	<p>Price</p> <p>The price would be comparable with other competitors – for maximum market penetration. There could be a discussion on discounts for wholesalers to encourage stocking, maybe discounts to encourage consumers to try, etc.</p> <p>Promotion</p> <p>Here candidates can discuss any aspect of the marketing communications mix (e.g. celebrity endorsement by sportspeople, advertising via traditional media, use of social media sites to drive interest, editorial, PR, direct marketing, use of Ali-Kan’s website, etc.).</p>	25
4	<p>This task addresses assessment criteria 4.1 about applying marketing communications to a range of scenarios, 3.2 understanding services and 5.1 explaining the relationship between sales and marketing.</p> <p>Part (a)</p> <p>Award up to 5 marks for each (maximum of 2) suitable marketing communications tool discussed in a business to business context. Marks should not be awarded if the context discussed focuses on consumers.</p> <p>There are many ways that a manufacturer can incentivise either a wholesaler or supermarket to stock products – some examples that could be discussed are given below:</p> <ul style="list-style-type: none"> - Employing ‘pull’ strategies which encourage consumers to buy (e.g. heavyweight TV advertising campaigns) - Discounting on bulk orders - Merchandising units for in store - Taking back stock that is not used - Using personal selling techniques (i.e. relationship marketing) 	10

Task	Guide	Maximum Marks
	<p>Part (b)</p> <p>Award up to 2 marks for each of the three factors up to a maximum of 6 marks</p> <p>There are many possible factors that have contributed to the growth of the supermarket service sector including:</p> <ul style="list-style-type: none"> - Consumer affluence - Customer demand (e.g. for more and better products and services) - Level of competition and number of companies in the food sector – proliferation of brands available - New technology (e.g. online shopping growth) - Growth of budget price supermarkets and low cost retailers. <p>Part (c)</p> <p>Award up to three marks for outlining the importance of Key Account Managers and up to 6 marks for providing 2 methods of driving sales and improving marketing for <i>Jamaican Joy</i>.</p> <p>The Key Account Manager is responsible for managing key accounts, maintaining long term relationships with accounts such as big supermarkets and maximising sales opportunities within these important accounts.</p> <p>Some of the ways they can drive sales and improve marketing include:</p> <ul style="list-style-type: none"> - Playing a key role in pitching for new business/new contracts (e.g. to stock new flavours/new ranges). - Responsible with marketing department for new promotional deals and campaigns - Key interface between the company and the key supermarkets - Resolving any complaints and conflict (e.g. any damaged goods, major customer complaints) - Negotiating better merchandising and displays of drinks 	<p style="text-align: right;">6</p> <hr style="width: 10%; margin-left: auto; margin-right: 0;"/> <p style="text-align: right;">9</p> <hr style="width: 10%; margin-left: auto; margin-right: 0;"/> <p style="text-align: right;">25</p>

Learning Outcomes matrix

Task	Learning Outcomes assessed	Marker can differentiate between varying levels of achievement
1	2, 4	Yes
2	1	Yes
3	2	Yes
4	4, 3, 5	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Understand key terms and concepts in marketing	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
Understand and apply the concepts associated with marketing mix	Demonstrate adequate and appropriate application	Demonstrate sound and consistently appropriate application	Demonstrate detailed and highly appropriate application
Understand the marketing of products and services	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
Understand and apply marketing communication	Demonstrate adequate and appropriate application	Demonstrate sound and consistently appropriate application	Demonstrate detailed and highly appropriate application
Understand the relationship between sales and marketing	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding.