



Unit: Marketing in Business

Assignment title: Expanding the Tudor Bean

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>The first task calls for candidates to use accepted methods to advise on relevant factors to be considered in marketing decision making. They should discuss any internal and external situational factors which need to be considered before deciding on the proposed business expansion.</p> <p>Candidates need to consider appropriate tools and models to enable a thorough and plausible situation analysis. Though they should be used, it is expected that candidates will use more than SWOT and PESTLE.</p> <p>The situation analysis should reflect both the business environment as it affects the existing business, and in relation to the proposal for a new shop.</p>	<p>15</p> <hr/> <p>10</p> <hr/> <p>25</p>
2	<p>The second task asks candidates to advise on the importance of market research in formulating marketing plans, and to suggest a range of appropriate methods which might inform their decision making.</p> <p>Candidates should demonstrate an awareness of the importance of marketing research and how it informs business and marketing decision-making. For instance:</p> <ul style="list-style-type: none"> • Filling in the gaps in knowledge, such as that of the new target market at the Business district • Concept identification and exploration, such as on the go coffee consumption • Identify relevant behaviour patterns, like the times most workers will go for a coffee break • Identify attitudes, beliefs and opinions. This could impact on the types of coffee sold in addition to the pricing policy adopted. <p>Candidates should demonstrate their understanding of the marketing research process, and discuss the main methods of conducting relevant research.</p> <p>Steps in the marketing research process include: formulating the problem; determining the research design; preparation for the field work; implementing the field work; process the data; tabulation and analysis and; prepare the report.</p> <p>Methods include: quantitative (structured questionnaires and structured interviews) and qualitative (open-ended questionnaires, in-depth interviews and focus group discussions, etc.)</p> <p>Both of these answers should be plausibly related to information contained in the case study.</p>	<p>6</p> <p>6</p> <hr/> <p>3</p> <hr/> <p>15</p>

Task	Guide	Maximum Marks
3	<p>The third task asks candidates to use the services marketing mix as a framework to advise the owners on how they can replicate the brand strengths of their existing shop, whilst developing what is essentially a new product, aimed at a new target market. They are also asked to address factors which differentiate B2B and B2C marketing.</p> <p>Candidates should identify and discuss each of the 7 elements of the services marketing mix, with reference to the context of the case study.</p> <ul style="list-style-type: none"> • Price considerations – professional target market, competition? • Product - offer the same product as at their existing shop or tailor them to what their new target market desire, e.g. skinny lattes • Place – what are the facilities at the new location – will the emphasis be helping customers to relax in their break rather than after shopping? Will the Tudor Bean offer a delivery service to the office blocks? • Promotion – Promotional materials may focus on the physical facilities, such as the clean and elegant premises or the use of imagery to convey the rich taste of the coffee • People – This service will require direct interaction with the consumer and this has been particularly important for Tudor Bean. Customers currently value the personalised service offered and this should be replicated at the new location. • Processes – The friendliness of staff and the flow of information affect the consumer’s perception. A queuing system or ease of payment can aid customer satisfaction. • Physical evidence. The environment that the beverages are delivered in will ultimately impact on the customers’ enjoyment. This includes the facilities, layout and decoration. <p>Candidates should elaborate on the product ‘P’, demonstrating their understanding of new product development theory and models. This could be a discussion on the strategies used for products in the introduction phase of the product life cycle. They could also discuss the phases of new product development from ‘idea generation’ to ‘commercialisation’.</p> <p>They should further discuss segmentation in general terms but with a specific focus on differences between B2B and B2C marketing. This should be done with reference to the differing market segments likely to relate to the two shop strategy being proposed. For instance, for the business-to-business market, they may target local businesses offering to cater for various meetings.</p>	<p style="text-align: right;">14</p> <p style="text-align: right;">6</p> <p style="text-align: right;">10</p> <hr/> <p style="text-align: right;">30</p>

Task	Guide	Maximum Marks
4	<p>The fourth task asks candidates to discuss the differences between marketing products to local and international market segments. They should highlight key considerations for the owners in the design, delivery and promotion of the new 'product'.</p> <p>Candidates should demonstrate an understanding of the cultural variables which need to be considered when promoting and delivering services to international customers.</p> <p>Up to 2 extra marks can be awarded where this discussion of theory is discussed with plausible reference to the case study and to the preceding discussion on marketing research.</p>	<p>8</p> <p>2</p> <hr/> <p>10</p>
5	<p>The fifth task asks candidates to summarise the range of communication methods available to promote the proposed new shop. They should make recommendations to the owners about which methods would be most appropriate, and how these might be applied in an integrated communications strategy.</p> <p>Candidates should discuss the main methods of promotion, including: advertising, personal selling, public relations, internet/interactive marketing, direct marketing, sales promotion.</p> <p>Up to 3 marks can be awarded for plausible recommendations to the owners about which methods would be most appropriate and why.</p> <p>Candidates should explain the benefits of an integrated marketing communications strategy and give an indication of how the selected communication methods might be integrated into that plan.</p>	<p>6</p> <p>3</p> <p>6</p> <hr/> <p>15</p>
6	<p>The sixth task is the section covering how the candidate presents their submission. Candidates are expected to check their work for both spelling and grammar, prior to submission.</p> <p>The inclusion of an accurate bibliography and references.</p> <p>Structure and format of answers as requested in each of the tasks.</p>	<p>3</p> <p>1</p> <p>1</p> <hr/> <p>5</p>

Learning Outcomes matrix

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

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Understand environmental and market factors affecting marketing decisions	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
Assess the role of information and research in marketing decision-making	Demonstrate an adequate awareness of issues associated with the subject and make some appropriate judgements	Demonstrate a sound awareness of issues associated with the subject and make consistently appropriate judgements	Demonstrate a detailed awareness of the complexity of issues associated with the subject and make highly appropriate judgements
Understand the process of marketing and selling new products	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
Understand the marketing process in global markets	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
Understand marketing strategies in contemporary businesses	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding