

Business Studies

Advanced GCE

Unit **F293**: Marketing

Mark Scheme for January 2011

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All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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Question	Expected Answer	Mark	Rationale
1	<p>Fiona calculates that work on house sales (using the figures in line 43) generate a total average contribution of £300 per sale. Stating an assumption, calculate the <u>additional</u> contribution she might expect for the coming period.</p> <p>Sales last year were 60 A rise of 80% should generate a further 48 houses (1) Additional contribution of £300 per house gives a total additional contribution of 48 x £300 (1) = £14400 (1) Assumptions could include: no change in price; no change in costs; that the average last year is the same as the coming year; no economies of scale, etc. (1)</p>	[4]	
2	<p>Analyse <u>two</u> above-the-line methods of promotion which BDT could employ to help achieve the growth in commercial property work.</p> <p>Above-the-line methods could include any form of promotion which tries to attract a mass market in a non-targeted way. In the context of the case, this needs to be considered in relation to the local nature of the business. Local TV, local radio, local newspapers may easily be considered to be above-the-line in this context. The answer should focus on the commercial property work to score at a high level.</p> <p>Level 3 Candidate demonstrates analytical skills when considering the above-the-line method(s) of promotion in relation to the commercial property work at BDT. (5-6)</p> <p>Level 2 Candidate demonstrates knowledge and understanding of the method(s) of above-the-line promotion. (3-4)</p> <p>Level 1 Candidate offers only theoretical knowledge of above-the-line promotion. (1-2)</p>	[6]	

Question	Expected Answer	Mark	Rationale
3	<p>Evaluate market research methods which Fiona and Jayne could use to gain the information required in order to improve the marketing activities of BDT.</p> <p>Discussion should centre on the actual information needed and the means of getting it. Consideration of both secondary and primary data in line with field and desk research could be a good starting point. Issues to consider are: What to ask?; When to ask?; How to ask?, etc. There is evidence in the text about what might be needed but suggestions about other appropriate information should be credited. Discussion of the individual methods with some indication of priority, cost and benefits, questionnaire design, etc. could also be covered. Each option throws up lots of possible methods and ideas. There is much to consider.</p> <p>Level 4 Candidate demonstrates evaluative skills when considering the market research methods that might be used to gain the information required in order to improve the marketing activities of BDT. (9-13)</p> <p>Level 3 Candidate demonstrates analytical skills when considering the market research method(s) that might be used to gain the information required in order to improve the marketing activities of BDT. (6-8)</p> <p>Level 2 Candidate demonstrates knowledge and understanding of market research method(s) that might be used to gain the information required in order to improve the marketing activities of BDT. No context required. (3-5)</p> <p>Level 1 Candidate offers only theoretical knowledge of market research methods that might be used to gain the information require to improve the marketing activities of BDT. (1-2)</p>	[13]	

Question	Expected Answer	Mark	Rationale
4	<p data-bbox="389 204 1285 236">Analyse <u>one</u> advantage to BDT of carrying out a SWOT analysis.</p> <p data-bbox="389 272 1480 539">A SWOT analysis is the assessment of an organisation in terms of its strengths, weaknesses, opportunities and strengths. The simple 'four-box' format helps to show together the present and potential situations facing the organisation. Candidates are not expected to present a SWOT analysis, but rather to consider its use. In the context, there is a stable business, with a good reputation and a number of possible options for the future. The key to the question is how the process of drawing up the SWOT might help it to move forward especially in terms of marketing as required by the case.</p> <p data-bbox="389 576 1480 643">Level 3 Candidate demonstrates analytical skills when considering the stated advantage of SWOT in the context of BDT. (5-6)</p> <p data-bbox="389 679 1480 746">Level 2 Candidate shows knowledge and understanding of SWOT. No context required. (3-4)</p> <p data-bbox="389 783 1480 815">Level 1 Candidate offers theoretical knowledge of SWOT only. (1-2)</p>		

Question	Expected Answer	Mark	Rationale
5	<p>Recommend and justify a marketing strategy that Fiona might use to increase sales at BDT.</p> <p>There is plenty of opportunity to present a coordinated 4P's type of answer that consider some or all aspects of price, promotion, product and even place. A marketing strategy is a combination of the elements of the marketing mix which face a firm at a given point in time. The marketing strategy should meet the marketing objectives (to provide a good service, make a profit?, growth, etc.) without outspending the budget set. In terms of the material in the case there are a number of possible issues to consider. BDT sells its services to a range of types of customers. This is likely to impact on the mix, particularly promotion. It may have to look at different aspects of personal selling rather than a mass marketing campaign. Candidates may wish to consider aspects of pricing, changes to the product, distribution strategy, or promotion. The drawing together of the different aspects of the mix is a requirement of the question. Candidates should be rewarded highly if their answer highlights a strategic approach, ie setting objectives, SWOT analysis, etc. Better answers are likely to take into account the great range of services provided and will, therefore, avoid the 'one size fits all' approach to developing the strategy. To reach Level 4, it is expected that a range of possible ideas are considered for different aspects of the activities of BDT.</p> <p>Level 4 Candidate demonstrates evaluative skills when formulating an appropriate marketing strategy that Fiona might use to increase sales at BDT. (9-13)</p> <p>Level 3 Candidate demonstrates analytical skills when considering element(s) of a marketing strategy that Fiona might adopt to increase sales in the future at BDT. (6-8)</p> <p>Level 2 Candidate demonstrates knowledge and understanding of the element(s) of a marketing strategy that Fiona might adopt to increase sales at BDT. No context required. (3-5)</p> <p>Level 1 Candidate offers only theoretical knowledge of a marketing strategy that Fiona might adopt to increase sales at BDT. (1-2)</p>	[13]	

Question	Expected Answer	Mark	Rationale
6	<p>Considering marketing and other issues, should BDT set up a central Birmingham office? Justify your view.</p> <p>Candidates should bear in mind that the changes would have a wide-ranging impact on the business as a whole. Better answers should reflect on the impact on other functional areas within the firm.</p> <p>Finance: can BDT afford the idea? How will the decision be made? Opportunity cost? Removal expenses? Redundancy, if staff will not move?</p> <p>People: staff skills? Widen the customer base? Need for more staff? Training considerations? Relocation factors – impact on morale?</p> <p>Operations: maintaining quality? Likely disruption? Transitional arrangement? Is this part of a full move?</p> <p>Also, there is a need to consider the wider market and the external environment.</p> <p>Some discussion of the different changes and how they might impact on different issues would be credited. Better responses may refer to the different aspects of marketing in relation to the other factors.</p> <p>The evaluation of the actual decision should draw on the other functional areas.</p> <p>Ultimately, a decision needs to be made. To reach Level 4, there is a need to justify the decision having argued the issues related to the other functions of business activity.</p> <p>NB. An answer which only includes or does not include marketing issues should only be rewarded the lowest mark in the appropriate level.</p> <p>Level 4 Candidate demonstrates evaluative skills when considering whether BDT should set up a central Birmingham office. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There have been few, if any, errors of spelling punctuation and grammar. (13-18)</p>	[18]	A one sided argument <u>cannot</u> achieve a Level 4 mark.

Question	Expected Answer	Mark	Rationale
	<p>Level 3 Candidate demonstrates analytical skills when considering whether BDT should set up a central Birmingham office. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning. (7-12)</p> <p>Level 2 Candidate demonstrates knowledge and understanding when considering whether BDT should set up a central Birmingham office. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive. No context required. (3-6)</p> <p>Level 1 Candidate offers only theoretical knowledge when considering whether BDT should set up a central Birmingham office. There will be some errors of spelling, punctuation and grammar, which will be noticeable and intrusive. Writing may also lack legibility. (1-2)</p> <p>NB: an answer which only includes or does not include marketing issues should only be awarded the lowest mark in the appropriate level.</p>		

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