



## Unit: Principles of Marketing

### Assignment title: Assessing a new channel to market

## Sample 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><b>Describe the industry, company, its product(s) and customers. This should include the current route to market with the use of appropriate models.</b></p> <p><b>Learning Outcome 1</b></p> <table border="1" data-bbox="242 501 1302 1218"> <thead> <tr> <th data-bbox="242 501 443 595">0-4 marks</th> <th data-bbox="443 501 639 595">5 marks</th> <th data-bbox="639 501 836 595">6-14 marks</th> <th data-bbox="836 501 1032 595">15 marks</th> <th data-bbox="1032 501 1302 595">16-20 marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="242 595 443 954"><b>Basic description of the industry, company, its product(s) and customers</b></td> <td data-bbox="443 595 639 954"><b>Limited description of the industry, company, its product(s) and customers</b></td> <td data-bbox="639 595 836 954"><b>Consistent description of the industry, company, its product(s) and customers</b></td> <td data-bbox="836 595 1032 954"><b>Critical description of the industry, company, its product(s) and customers</b></td> <td data-bbox="1032 595 1302 954"><b>Consistently critical description of the industry, company, its product(s) and customers</b></td> </tr> <tr> <td data-bbox="242 954 443 1218"><b>Basic references to relevant theory and/or models</b></td> <td data-bbox="443 954 639 1218"><b>Limited references to relevant theory and/or models</b></td> <td data-bbox="639 954 836 1218"><b>Adequate references to relevant theory and/or models</b></td> <td data-bbox="836 954 1032 1218"><b>Sound references to relevant theory and/or models</b></td> <td data-bbox="1032 954 1302 1218"><b>Comprehensive and convincing references to relevant theory and/or models</b></td> </tr> </tbody> </table>	0-4 marks	5 marks	6-14 marks	15 marks	16-20 marks	<b>Basic description of the industry, company, its product(s) and customers</b>	<b>Limited description of the industry, company, its product(s) and customers</b>	<b>Consistent description of the industry, company, its product(s) and customers</b>	<b>Critical description of the industry, company, its product(s) and customers</b>	<b>Consistently critical description of the industry, company, its product(s) and customers</b>	<b>Basic references to relevant theory and/or models</b>	<b>Limited references to relevant theory and/or models</b>	<b>Adequate references to relevant theory and/or models</b>	<b>Sound references to relevant theory and/or models</b>	<b>Comprehensive and convincing references to relevant theory and/or models</b>	20
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2	<p><b>Discuss the differences in the company's existing B2B model and the proposed B2C model, and potential issues this may cause.</b></p> <p><b>Learning Outcome 5</b></p> <table border="1" data-bbox="242 1473 1302 1930"> <thead> <tr> <th data-bbox="242 1473 453 1568">0-4 marks</th> <th data-bbox="453 1473 659 1568">5 marks</th> <th data-bbox="659 1473 865 1568">6-14 marks</th> <th data-bbox="865 1473 1070 1568">15 marks</th> <th data-bbox="1070 1473 1302 1568">16-20 marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="242 1568 453 1930"><b>Basic understanding of the differences between B2B and B2C</b></td> <td data-bbox="453 1568 659 1930"><b>Limited understanding of the differences between B2B and B2C</b></td> <td data-bbox="659 1568 865 1930"><b>Consistent understanding of the differences between B2B and B2C</b></td> <td data-bbox="865 1568 1070 1930"><b>Critical understanding of the differences between B2B and B2C</b></td> <td data-bbox="1070 1568 1302 1930"><b>Consistently critical understanding of the differences between B2B and B2C</b></td> </tr> </tbody> </table>	0-4 marks	5 marks	6-14 marks	15 marks	16-20 marks	<b>Basic understanding of the differences between B2B and B2C</b>	<b>Limited understanding of the differences between B2B and B2C</b>	<b>Consistent understanding of the differences between B2B and B2C</b>	<b>Critical understanding of the differences between B2B and B2C</b>	<b>Consistently critical understanding of the differences between B2B and B2C</b>						
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	<b>Basic references to potential issues</b>	<b>Limited references to potential issues</b>	<b>Adequate references to potential issues</b>	<b>Sound references to potential issues</b>	<b>Comprehensive and convincing references to potential issues</b>	
						<b>20</b>
<b>3</b>	<b>Explain the decision-making process (DMP) of the intended consumer audience.</b>					
	<b>Learning Outcome 4</b>					
	<b>0-4 marks</b>	<b>5 marks</b>	<b>6-14 marks</b>	<b>15 marks</b>	<b>16-20 marks</b>	
	<b>Basic description of the DMP</b>	<b>Limited description of the DMP</b>	<b>Consistent description of the DMP</b>	<b>Critical description of the DMP</b>	<b>Consistently critical description of the DMP</b>	
	<b>Basic references to relevant theory and/or models</b>	<b>Limited references to relevant theory and/or models</b>	<b>Adequate references to relevant theory and/or models</b>	<b>Sound references to relevant theory and/or models</b>	<b>Comprehensive and convincing references to relevant theory and/or models</b>	
						<b>20</b>
<b>4</b>	<b>a) Propose a product-orientated or market-orientated approach for the company, justifying your recommendation.</b>					<b>8</b>
	<b>Learning Outcome 4</b>					
	<b>0-2 marks</b>	<b>3 marks</b>	<b>4-5 marks</b>	<b>6 marks</b>	<b>7-8 marks</b>	
	<b>Basic understanding of product- and market-orientated approach</b>	<b>Limited understanding of product- and market-orientated approach</b>	<b>Consistent understanding of product- and market-orientated approach</b>	<b>Critical understanding of product- and market-orientated approach</b>	<b>Consistently critical understanding of product- and market-orientated approach</b>	

<b>Basic recommendation</b>	<b>Limited recommendation</b>	<b>Adequate recommendation</b>	<b>Sound recommendation</b>	<b>Comprehensive and convincing recommendation</b>
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**b) Discuss the micro-environment and how this may affect the company's development plans.**

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**Learning Outcome 1**

<b>0-2 marks</b>	<b>3 marks</b>	<b>4-5 marks</b>	<b>6 marks</b>	<b>7-8 marks</b>
<b>Basic understanding of micro-environment</b>	<b>Limited understanding of micro-environment</b>	<b>Consistent understanding of micro-environment</b>	<b>Critical understanding of micro-environment</b>	<b>Consistently critical understanding of micro-environment</b>
<b>Basic observation of how this will affect the company's plans</b>	<b>Limited observation of how this will affect the company's plans</b>	<b>Adequate observation of how this will affect the company's plans</b>	<b>Sound observation of how this will affect the company's plans</b>	<b>Comprehensive and convincing observation of how this will affect the company's plans</b>

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**c) Recommend what marketing activities should be undertaken to make this new channel to market a success.**

**Learning Outcomes 2 and 3**

<b>0-4 marks</b>	<b>5 marks</b>	<b>6-8 marks</b>	<b>9 marks</b>	<b>10-14 marks</b>
<b>Basic description of marketing activities</b>	<b>Limited description of marketing activities</b>	<b>Consistent description of marketing activities</b>	<b>Critical description of marketing activities</b>	<b>Consistently critical description of marketing activities</b>

	<b>Basic understanding of the channel</b>	<b>Limited understanding of the channel</b>	<b>Adequate understanding of the channel</b>	<b>Sound understanding of the channel</b>	<b>Comprehensive and convincing understanding of the channel</b>	
	<b>Basic justification of recommendations</b>	<b>Limited justification of recommendations</b>	<b>Adequate justification of recommendations</b>	<b>Sound justification of recommendations</b>	<b>Comprehensive and convincing justification of recommendations</b>	
						<b>30</b>
<b>5</b>	<p><b>Discuss the difference between marketing a product and marketing a service and make a recommendation, with justifications, as to whether the company might be able to offer a service to its new direct customer base.</b></p> <p><b>Learning Outcome 3</b></p>					
	<b>0-2 marks</b>	<b>3 marks</b>	<b>4-5 marks</b>	<b>6 marks</b>	<b>7-10 marks</b>	
	<b>Basic understanding of the difference between marketing a product and a service</b>	<b>Limited understanding of the difference between marketing a product and a service</b>	<b>Consistent understanding of the difference between marketing a product and a service</b>	<b>Critical understanding of the difference between marketing a product and a service</b>	<b>Consistently critical understanding of the difference between marketing a product and a service</b>	
	<b>Basic recommendations and justification</b>	<b>Limited recommendations and justification</b>	<b>Adequate recommendations and justification</b>	<b>Sound recommendations and justification</b>	<b>Comprehensive and convincing recommendations and justification</b>	
						<b>10</b>

## Note to markers

Please take appropriate action for any malpractice (plagiarism, collusion, referencing issues etc.) discovered as per the *AQ\_28-a01\_Academic Misconduct Policy* document. Please also complete and submit the *Malpractice Declaration Form*.

## Learning Outcomes matrix

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

## Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Examine the importance of understanding consumer behaviour	Provide an examination of the subject with some suitable examples and references	Provide detailed examination of the subject with adequate use of appropriate references and examples	Provide consistently critical and detailed examination of the subject with innovative use of highly appropriate references
Examine the many influences that affect an individual's buying behaviour	Provide examination of the subject with some suitable examples and references	Provide detailed examination of the subject with adequate use of appropriate references and examples	Provide consistently critical and detailed examination of the subject with innovative use of highly appropriate references
Analyse the theories of new-product buying	Demonstrate adequate ability to analyse theories	Demonstrate ability to provide detailed and coherent analysis of theories	Demonstrate ability to provide comprehensive, lucid analysis of theories
Analyse the theories of customer loyalty and retention	Demonstrate adequate ability to analyse theories	Demonstrate ability to provide detailed and coherent analysis of theories	Demonstrate ability to provide comprehensive, lucid analysis of theories
Assess organisational buying behaviour	Demonstrate an adequate awareness of issues associated with the subject	Demonstrate a sound awareness of issues associated with the subject and make	Demonstrate a detailed awareness of the complexity of issues associated with the subject and make

	and make some appropriate judgements	consistently appropriate judgements	highly appropriate judgements
Evaluate the response of consumers to marketing in the different stages of purchasing	Provide a reasonable assessment of the subject; Ideas are generally coherent	Provide a generally strong assessment with some well-reasoned assumptions; Ideas are consistently coherent	Provide a consistently strong assessment with well-reasoned and original assumptions; All ideas are highly coherent
Evaluate the methods used to research consumer behaviour	Provide a reasonable assessment of the subject; Ideas are generally coherent	Provide a generally strong assessment with some well-reasoned assumptions; Ideas are consistently coherent	Provide a consistently strong assessment with well-reasoned and original assumptions; All ideas are highly coherent