
Level 3 Technical Level

BUSINESS: MARKETING

Unit 2 Marketing Principles

Y/506/6086

Report on the Examination

TVQ01021, TVQ01020

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General

The examination performed much as expected, in line with previous series. In general, most students were able to demonstrate some understanding of the specification content, although there were gaps in knowledge, particularly on topics less familiar from the past papers. It was good to see that more students than previously were able to access the higher level marks.

Multiple choice questions (Q 1 to 8)

Question 4 proved the most challenging of the multiple-choice questions, with little more than a third of students choosing the correct answer. Otherwise, the multiple-choice questions were well-handled. The success rates on questions 2 and 3 were particularly high.

Short answer questions (Q 9 and 10)

Question 9

Most students were able to comment on customer satisfaction as an objective, but most stopped short of linking this to the leisure centre, which would have earned them the final mark.

Question 10

Responses to this question followed a similar pattern to question 9: many students were able to show some knowledge of supply chain relationships and their importance but then failed to link this to the electronics retailer and complaints. However, some good responses were seen where students were able to comment on how the supply chain relationships could have an effect on the reviews left by customers for the electronics retailer.

Data response questions (Q 11 to 16)

Question 11

This question was generally well answered. Reliability is an aspect that the students appear to be familiar with and understand well, and many were able to score level 2 or 3.

Question 12

There was little precedent in the past papers for an analysis question on this topic, and its unfamiliarity was reflected in the responses with relatively few students able to access level 3.

Question 13

Many students were able to identify the knowledge area of the consumer buying process, but few were able to analyse the importance of the information to the business, as was needed to access level 3 marks.

Question 14

The macro environment is an aspect of the specification which has been tested similarly before and with which the students appeared to be very familiar. The question was well answered with many students scoring marks in level 3.

Question 15

This question provided some very pleasing answers, with many students analysing how the businesses needed to change the marketing mix. Some students, however, just described the various elements of the marketing mix, without applying their knowledge to the question asked, and were therefore restricted to the lower-level marks.

Question 16

This question showed that most students understand the concept of SWOT, and some students were able to select and analyse key information. However, some merely reiterated lots of the information from the item.

Extended response questions (Q 17 and 18)

Question 17

There were some good answers here, with more students able to access the level 4 and 5 marks than in previous series. Almost all students showed knowledge of the marketing mix, but some made little further progress, often stating a judgement about what actions Harry should take, but with little or no justification. Some just listed the aspects of the marketing mix without linking it back to the context of the question.

Question 18

The micro environment has been tested in previous series and generally the students appeared to be familiar with it and displayed good knowledge. The most successful were able focus on the question, picking apart its demands and applying their knowledge accordingly.