
TECH LEVEL BUSINESS

Marketing Principles
Report on the Examination

TVQ01020/TVQ01021
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General comments

Students performed as expected and were generally able to demonstrate some understanding of the specification requirements. The most successful students were able to read and understand the context given, and apply, analyse and evaluate. However, the least successful students were only able to show some basic knowledge and were rather limited in their application to context.

Section A

Questions 1-8 (multiple choice)

The multiple-choice questions were answered well with many students gaining at least half of the available marks.

Question 9

Question 9 was the most accessible out of the shorter answer questions. Students were happy talking about customer expectations. The more successful students were able to comment on why this would be important to increase revenue in addition to describing the concept of customer expectations.

Question 10

Students tended to find the consumer buying process challenging to write about. The least successful students provided little more than a description of the buying process. Whereas the students who gained more marks, linked back to the question and why it's important for a business to understand the process.

Question 11

This question performed well with many students able to show good understanding of research methods. However, in some cases the least able students listed the methods rather than choosing and analysing the best. The most successful students were able to use the context of the question to analyse the most appropriate method.

Question 12

Generally, there was some good understanding of post purchase reviews. The least successful students were unable to link marketing decisions and why these would be appropriate to help make marketing decisions within the business. The most successful students were able to select information and use it to analyse their answer.

Question 13

This question was answered by the majority of students. The most successful students showed a good understanding of validity, they were also able to be selective rather than discussing all options. Least successful students were just describing all of the different methods.

Question 14

The majority of students were able to access full marks for this question. There was good knowledge of the marketing mix shown. More successful students were able to analyse the two options rather than just lifting and describing each.

Question 15

This question proved to be more demanding. The majority of students showed knowledge of SWOT by simple definition, whereas the more successful students were able to link back to the question and promotional decisions.

Question 16

There were some good answers here by the more able students who were successful in applying the question to the business. The less able students, despite showing knowledge of the external macro environment, were not able to apply to the business as given in the question.

Question 17

Successful students understood the demands of the question well. They understood the need for promotional activities as part of the extended marketing mix for a not for profit business. They were able to understand the competitive nature of a not for profit in terms of donations and recognition in the public. Less successful students just described promotion and lifted sections from the case study rather than analysing the need for promotion in terms of the extended marketing mix.

Question 18

More successful students picked apart and focused on the demands of the question in terms of the significance and also the micro marketing mix. They understood the demands of a small local restaurant and how they could be impacted on by the larger competitors. Less successful students were unable to link elements of the question, and they failed to gain marks.