

Examiner's Report

Unit Title Principles of Marketing Practice
Unit Code 4UPMP
RQF Level Level 4
Session November 2022

Question 1

1. Comments on learners' performance

Most learners were able to provide four explanations and stronger submissions explained in relation to the marketing activities of their chosen organisation. Basic descriptions can only achieve lower marks. The use of examples (from the chosen organisation) to strengthen the explanation was fractured.

2. Recommendations for learners

All questions include terms / terminology with which learners should be familiar as they are included in the syllabus.

There are many resources available to help with understanding (notably the ABE study guide).

3. Quick Tips

Ensure any terms / phrases included are correctly used / applied to the Task / Question.

Question 2

1. Comments on learners' performance

There was a tendency to submit lists of advantages / disadvantages or become very expansive on 'PESTEL' analysis, but marks could be given to some of this content.

Some learners became confused / overlapped on some of the factors chosen and 'impact on the chosen organisation's marketing activities' was often poorly outlined.

2. Recommendations for learners

Ensure all aspects of each part of the question / task are fully covered and relate to the organisation chosen. Some of the organisations chosen were ambitious and/or there seemed to be relatively little knowledge and insight into the marketing of the chosen organisation. Many of the answers indicated the companies chosen were extremely global / international and so marketing was not well understood. Additionally, some of the companies chosen did not do any marketing.

3. Quick Tips

Organise your answer so that it is directly linked to the question set – the text in the question indicates what the answer should cover.

Question 3

1. Comments on learners' performance

The expectation was that most learners would be able to cover five influences on consumer buying but many did not. Furthermore, there were overlaps among the influences mentioned.

There was often too much focus on 'buying' rather than 'influence on buying'.

2. Recommendations for learners

Look carefully at the question as most questions have more than one element (and include the context). Ensure you understand what the question is asking and provide an answer that links the question to the specific / chosen company.

3. Quick Tips

Use the context chosen for the Brief. Read the question from beginning to end and then read it again starting at the end and work your way back to the first part of the question to discover all the issues in the question.

Question 4

1. Comments on learners' performance

Many submissions included (an unasked for) lengthy explanation of what secondary data is. Lists of advantages / disadvantages and explanations of qualitative and quantitative were also unnecessarily included in the answer.

There were some overlaps in the sources discussed (or mostly explained).

The link to the latter part of the Task / Question was poorly addressed.

2. Recommendations for learners

There are some basic / core concepts / theories / frameworks in the syllabus which must be fully understood across a range of contexts / situations.

More synthesis (not just learnt by rote) is needed – the context (organisation chosen) must be used.

To obtain strong marks all parts of a question / task must be fully covered.

3. Quick Tips

Look carefully at the command words used (e.g. discuss, explain) as this indicates what is required for each task.

Make sure all the terms / concepts & theories relate to the context (in this case the organisation chosen).

Question 5

1. Comments on learners' performance

Most learners understood this Task / Question to be about describing the marketing mix (4 Ps) and went on to do that either in generic terms or with some link to the chosen organisation.

Most answers did not focus on 'a specific segment' or consider how the segment chosen was 'tailored to meet the needs of customers.'

2. Recommendations for learners

Focus on the question / task and address all the requirements in the question / task. Ensure you do what is being asked.

All answers must be based on the organisation chosen.

3. Quick Tips

A long answer is not always the right answer or a good answer.

Highlight the different parts of the task and use these as section headings in your answer to make sure you cover all you have been asked. (In this Task / Question it would be : select a customer segment (obviously linked to the company chosen); ensure you have knowledge of the marketing mix (4Ps); then apply each of the elements of the 4Ps - marketing mix (of organisation chosen); ensure the focus is on 'meeting the needs of the customer (in the segment selected).