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Pearson BTEC Level 3 Nationals Certificate	Centre Number					Learner Registration Number				
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Business / Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part B

Window for supervised period: Tuesday 9 January 2018 – Wednesday 10 January 2018 Supervised hours: 3 hours	Paper Reference 31489H
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You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** activities.
- **Part A** will need to have been used in preparation for completion of **Part B**.
- The **Part B** task booklet must be issued to learners as defined by Pearson and should be kept securely.
- The **Part B** task booklet must be issued to learners during the 2-day period and under the conditions specified by Pearson. The period will allow centres to timetable appropriate supervised sessions for all learners.
- **Part B** task booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.

Information

- The total mark for this paper is 70.
- The marks for **each** question are shown in brackets
– use this as a guide as to how much time to spend on each question.

Advice

- Read each activity carefully before you start to answer it.
- Try to answer every activity.
- Check your answers if you have time at the end.

Turn over ►

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Instructions to Teachers/Tutors and/or Invigilators

This paper must be read in conjunction with the unit information in the specification and the BTEC Nationals Instructions for Conducting External Assessments (ICEA) document. See the Pearson website for details.

The **Part B** set task is undertaken under supervision in a single session of three hours within the timetabled days. Centres may schedule a supervised rest breaks during the session.

In order to enable learners to have access to computer resources, a period of two days is provided within which centres can timetable the assessment. Centres should schedule all learners in the same sessions if possible and must release **Part B** to individual learners only for their scheduled sessions.

The **Part B** set task requires learners to apply research. Learners should bring in notes as defined in **Part A**. The teacher/tutor and/or invigilator needs to ensure that notes comply with requirements.

Work should be completed using a computer.

All learner work must be completed independently and authenticated by the teacher/tutor and/or invigilator before being submitted to Pearson.

Refer carefully to the instructions in this task booklet and the Instructions for Conducting External Assessments (ICEA) document to ensure that the supervised period is conducted correctly and that learners submit evidence that is their own work.

Learners must not bring anything into the supervised environment or take anything out without teacher/tutor and/or invigilator knowledge and approval.

Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.

Maintaining security

- During supervised assessment periods, the assessment areas must be accessible only to the individual learner and to named members of staff.
- Learners can access their work only under supervision.
- During any breaks materials must be kept securely.
- Any work learners produce under supervision must be kept securely.
- Learner notes will be retained securely by the centre after **Part B** and may be requested by Pearson if there is suspected malpractice.

Outcomes for submission

Two documents need to be submitted by each learner:

- a rationale for a marketing campaign
- a budgeted plan for the marketing campaign.

Each learner must complete an authentication sheet.

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Instructions for Learners

Read the set task information carefully.

This session is three hours. Your teacher/tutor and/or invigilator will tell you if there is a supervised break. Plan your time carefully.

You have prepared for the set task given in this **Part B** task booklet. Use your notes prepared during **Part A** if relevant. Attempt all of **Part B**.

Your notes must be your own work and will be retained by your centre until results are issued.

You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised assessment period and should not share your work with others.

Outcomes for submission

You will need to submit two documents on completion of the supervised assessment period:

- a rationale for the marketing campaign
- a budgeted plan for the marketing campaign.

You must complete a declaration that the work you submit is your own.



Set Task

You must complete BOTH activities.

You will need to refer to the additional task information on the following pages and your notes from the research and preparatory work undertaken in **Part A**.

Activity 1

Prepare a rationale for the marketing campaign to increase the sales of folding bicycles. This should include:

- marketing aims and objectives
- research data on the market, to include:
 - an analysis of your research using appropriate tools
 - target market
 - size, structure and trends
 - competition
- evaluation of the reliability and validity of the information researched
- justification for your rationale.

(Total for Activity 1 = 34 marks)

Activity 2

Based on your rationale from Activity 1, you must produce a plan for your marketing campaign for *The Bicycle Shop* which should include an appropriate:

- marketing mix
- marketing message
- selection of media
- campaign budget
- timescale.

You must produce this plan in an appropriate format for the owners of *The Bicycle Shop*.

(Total for Activity 2 = 36 marks)

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Part B Set Task Information

The UK Bicycle Market

The number of bicycles sold globally in 2015 was the same as it was in 2005.

During the same period:

- the number of bicycles sold in the UK decreased by around 10%
- spending on bicycles in the UK increased by over 40%.

In 2015 cycling contributed £2.9bn to the UK economy:

- 85% was from the sale of bicycles and cycling accessories
- 15% was from related services such as repairs.

In the UK 40% of all bicycle sales are through two retail chains, Halfords and Evans. There is a significant concentration of bicycle sales in UK 'urban cycling hot spots' including London, Leeds and Birmingham. In these cities the most popular cycling products are folding bicycles such as those produced by premium brands e.g. Brompton Cycles.

Approximately 3.6 million bicycles were imported into the UK in 2015, which was similar to the annual average for the previous 10 years. Many of these imported bicycles were manufactured in Taiwan. In 2014 Taiwanese manufacturers sold 588,000 bicycles to UK retailers, with an approximate average retail value of £179 each.

The national governing body for cycle sport in the UK, British Cycling, reported that applications for membership increased in 2015. There was also growing interest in different types of competitive cycling.



The Bicycle Shop

The Bicycle Shop is a medium-sized independent retail store. The business currently focuses mainly on sales of bicycles and accessories aimed at commuters.

The Bicycle Shop's customers include a mixture of affluent professionals and price-conscious customers. Sales revenues have been growing steadily from month to month, but the owners of the business believe that there is potential to further increase revenue by selling more from their existing range of products.

The owners wish to launch a marketing campaign that will focus on one particular segment of the market. They would like to attract more customers to the store and increase the probability of them making a purchase. The campaign should run for 12 to 16 weeks.

Promoting Existing Products

The owners of *The Bicycle Shop* set it up to capitalise on the popularity of cycling among urban commuters. Many of their existing customers buy bicycles that can be folded for storage while on a train or at work.

The owners would like to focus on one segment of the market to encourage more people to purchase folding bicycles from them. The campaign will focus on attracting a greater number of:

EITHER

1. affluent professionals

OR

2. price-conscious customers.

The marketing budget for the campaign is £10,000.

What is commuting by bicycle?

This is when a person regularly travels some or all of the distance from home to work by using a bicycle. Some commuters use a bicycle to travel the whole distance while others will use a bicycle alongside forms of public transport such as a train.

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