

Exam Strategy 1 (Length of responses)

2 marks definition = write 2 complete/meaningful sentences to give clear understanding of the term.

Example 1 with markscheme

Define the term *target market*.

[2]

Target market is used to describe the audience that purchases the product.

0/2

Totally vague

Target market refers to a group of customers towards whom the product or service of the business is aimed at.

1/2

Not enough

Target market refers to the anticipated audience that LA's clothing products are directed at. It is the general array of people whom LA has conducted market research on and determined them as the most appropriate and likely most profitable customers for LA's clothes.

1/2

Not enough

Examples not credited

Target market refers to the **group of potential customers** with common needs or wants to whom a **company wants to sell its products and services**. The target market **helps to define a company's marketing strategy**, particularly promotion, to this target group.

2/2

A target market refers to a **specific group of people** to which an organization aims to promote their products to. The target market could be based on **demographic factors like age, income, gender, occupation etc.**

2/2

No application required. There is no credit for using examples or mentioning name of the company, LA

Candidates are not expected to word their definition exactly as above.

Award [1] mark for a basic or partial definition

Award [2] marks for a full, clear, accurate and detailed definition (usually 2 complete/meaningful sentences are enough)

Example 2 with markscheme

Define the term *branding*.

[2]

Branding is referred to as the image and culture that represent a given business.

0/2

Totally vague

Branding refers to the process of differentiating your company from others within a specific market. It is to ensure that business stands out from other competition and that goals or mission of the company can be communicated

1/2

Not enough

Branding can be defined as visible things such as logos that make a business stand out or the way employees carry themselves or how things are run in a firm. In case of DWT, the strict code of conduct is part of branding because the founder wants his business to be differentiated from others in the industry.

1/2

Not enough

Examples not credited

Branding is the process of distinguishing **one firm's product from another** using features **such as brand name, logo, design etc.** The process establishes as an identity **that distinguishes it from the competition.**

2/2

Branding is a business's **name, logo, image** that consumers relate to product and **distinguish it from competitors.** It is a crucial part of business as negative branding may lead to **decreased units sold, thus decreased sales revenue.** However, the opposite may happen with positive branding.

2/2

No application required. There is no credit for using examples or mentioning name of the company, DWT

Candidates are not expected to word their definition exactly as above.

Award [1] mark for a basic or partial definition

Award [2] marks for a full, clear, accurate and detailed definition (usually 2 complete/meaningful sentences are enough)

