



WJEC LEVEL 1/2 CERTIFICATE IN RETAIL BUSINESS

SAMPLE EXTERNAL ASSESSMENT UNIT 4: PROMOTION FOR RETAIL BUSINESS

For first teaching from September 2014

CONTENTS

| | Page |
|-------------------------------------|-------------|
| Specimen External Assignment | 3 |
| Specimen Mark Scheme | 11 |



WJEC LEVEL 1/2 CERTIFICATE IN RETAIL BUSINESS

UNIT 4: PROMOTION FOR RETAIL BUSINESS

**Candidate
Name**

**Centre
Number**

**Candidate
Number**

- Open this paper on or as soon as possible after 1 May 20XX
- The assessment must be completed within three weeks

GUIDANCE TO CANDIDATES

Time

You have **six hours** to complete the assignment

Resources

- This paper contains a scenario, and a sample blog posting
- You can use class notes that are approved by your tutor
- You can **only** access the Internet to obtain images for use in your draft promotional materials
- You can use ICT software
- You can use design materials such as scissors, tape, coloured pens, if required

Supervision

- You will be supervised throughout
- You must save your work securely
- You cannot access your work when not supervised

Collaboration

This is an individual task

Marking

Your work for this assignment will be marked against the following assessment criteria:

- AC1.1** Describe how visual merchandising principles have been applied to an installation
- AC1.2** Describe how visual merchandising installation meets health and safety requirements
- AC2.1** Explain how target marketing is used in promotional activities
- AC2.2** Explain how promotional activities contribute to achieving marketing objectives
- AC2.3** Explain how the marketing mix works together to achieve marketing objectives
- AC3.1** Plan promotional activities to meet marketing objectives
- AC3.2** Design promotional materials
- AC3.3** Communicate promotional information to customers

LEARNER ASSIGNMENT BRIEF

BRIEF

JG Chatsworth

JG Chatsworth is a medium sized department store in the centre of Cardiff. It has a small chain of stores across south Wales and south west England. It also has an online store for its customers. The department store in Cardiff has four floors with a sweeping staircase leading to each floor. In the centre of the building is a large dome, which is the focal point of the store. This space is regularly used for promotional activities, specifically visual merchandising installations. The store has the following departments:

Lower ground floor

- Household with home furnishing and furniture
- Food hall

Ground floor

- Make up, fragrance, body, skin and hair care
- Ladies' lingerie

First floor

- Ladies' fashions and accessories
- Men's fashions and accessories

Second floor

- Children's toys and clothes
- Stationery (includes cards)

Marketing

JG Chatsworth is currently planning its marketing for Mother's Day. The marketing objectives for the Mother's Day promotional activities are to:

1. Increase make up, fragrance, body, skin and hair care sales
2. Raise awareness of other departments

The activities will include a visual merchandising installation in each store. Each store will be able to create its own installation. The installation in the Cardiff store will be positioned in the central area of the ground floor below the large dome. Customers will see the display as they enter from both doors. The installation space will be 3 metres x 3 metres.

The marketing department regularly use blogs and tweets to communicate promotional activity. Here is an example of a recent blog.

Friday, 29th November 2013

Ho! Ho! Ho!

Let the festivities begin!

Our Christmas event has got off to a great start. Have you seen our fabulous sparkly dresses that have just arrived in ladies fashion? They are great for a Christmas night out. They are next to the sparkly Christmas jumpers. It has made me think of Christmas and put me in the mood to shop. I think I will go and buy some mince pies from the food department and maybe some of those lovely tree decorations from home furnishing! Maybe I could buy my sister the sparkly dress or the jumper? Ooooh! I could even get them to wrap it for me; it is all so easy and exciting!

JG Chatsworth has decided that it will continue to use social media to promote the Mother's Day event.

TASKS

1. Plan the promotional activities for Mother's Day, which meet the marketing objectives. (AC3.1) With your plan, present a report which explains:
 - a. How your proposed activities will meet the marketing objectives (AC2.2)
 - b. How the marketing mix will be used to meet the marketing objectives (AC2.3)
 - c. How target marketing will be used (AC2.1)
2. Design a visual merchandising installation to meet JG Chatsworth's objectives. (AC3.2) Explain how the proposed installation meets:
 - a. Visual merchandising principles (AC1.1)
 - b. Health and safety requirements (AC1.2)
3. Write a blog to attract potential and actual customers (AC3.2, AC3.3)
4. Design an advert to go in a men's magazine (AC3.2, AC3.3)

CENTRE INFORMATION

WJEC Approach to Assessment

The WJEC Level 1/2 Certificate in Retail Business has adopted the principles of controlled assessment as set out in the Joint Council for Qualifications document 'GCSE, GCE, ELC, Functional skills, Principal learning in the Diploma and Project Qualifications – instructions for conducting coursework'. This document can be accessed through the JCQ website (www.jcq.org.uk).

Unit 4: Promotion for retail business of the WJEC Level 1/2 Certificate in Retail Business is assessed according to the following principles:

- All units are assessed through summative controlled assessment. Details of controls for this unit are provided in this model assessment.
- All assessment criteria must be met under controlled conditions, as specified in this model assessment, for the unit learning outcomes to be achieved.
- Performance bands for Level 2 Merit and Level 2 Distinction can only apply once a candidate has achieved all assessment criteria at the level of qualification to be awarded. Evidence must clearly show how the candidate has met the standard for the higher grades.

There are three stages of assessment that will be controlled:

- Task setting
- Task taking
- Task marking

Task setting

This assignment has been produced by WJEC. The assignment cannot be changed. This assignment follows the approach required for internally assessed units:

- Each unit is assessed through one assignment.
- Each assessment has a brief that sets out an applied purpose. An applied purpose is a reason for completing the tasks that would benefit a business or society. Further details are in Section 1.2 of the specification.
- The assessment can specify a number of tasks but tasks must be coherent i.e. show how the assessment requirements all contribute to the achievement of the applied purpose of the assignment.
- The assessment will assess all three learning outcomes. It will indicate which assessment criteria are targeted for the assessment.

Task taking

There are five areas of task taking that are controlled: time, resources, supervision, collaboration and resubmission.

Time

There are **six** hours available for assessment of this unit. Centres must log the supervised sessions on the attached form.

Resources

- Learners may use any notes they have produced as part of the learning process, this must **not** include any scenarios similar to the one used in this assignment
- Learners cannot have access to text books
- Learners **can** only access the Internet to obtain images for use in their draft promotional materials
- Learners can use ICT software
- Learners can use design materials such as scissors, tape, coloured pens, if required

Supervision

Learners must be supervised by an assessor whilst completing all tasks. Centres must have in place systems to ensure learners cannot access evidence they have been developing outside of supervised activities.

Supervision is in place to ensure the authenticity of evidence produced for summative assessment. Assessors are not expected to provide input or guidance to learners during the controlled assessment time. This includes providing formative feedback on the evidence being produced, guidance on the requirements of the task or how performance bands can be interpreted.

Candidates can review and redraft evidence independently within the time allowed for the assessment.

Collaboration

Group work is not allowed when producing evidence for this assignment.

Task marking

WJEC will mark all evidence produced by learners.



TIMESHEET

WJEC LEVEL 1/2 CERTIFICATE IN RETAIL BUSINESS

Centre Name / Enw'r Ganolfan:

Centre Number / Rhif y Ganolfan:

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|--|--|--|--|--|

Candidate Name / Enw'r Ymgeisydd:

Candidate Number / Rhif y Ymgeisydd:

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|---------------------------------------|
| Unit 4: Promotion for retail business |
|---------------------------------------|

**The total time allowed must not exceed six hours/Ni ddylai'r cyfanswm amser sy'n cael ei ganiatáu fod yn fwy na chwe awr.
The timed, supervised hours took place as follows/Cynhaliwyd oriau dan oruchwyliaeth wedi'u hamseru fel a ganlyn:**

| Dates Dyddiad | Time Allowed (6 Hours)/ Amser a Ganiateir (6 Awr) | |
|----------------------------|---|----------------------|
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| Total/ Cyfanswm | <input type="text"/> | <input type="text"/> |

I certify that all candidates entered were informed of the above dates/ Tystiaf fod pob ymgeisydd wedi'u hysbysu am y dyddiadau uchod.

Supervisor's Signature/Llofnod yr Athro:Date/Dyddiad:

I confirm that the evidence submitted for assessment has been produced by me without any assistance beyond that allowed/Cadarnhaf fy mod wedi cynhyrchu'r dystiolaeth a gyflwynwyd i'w hasesu heb unrhyw gymorth heblaw am yr hyn sy'n cael ei ganiatáu.

Candidate's Signature/Llofnod yr Ymgeisydd:Date/Dyddiad:



WJEC

LEVEL 1/2 CERTIFICATE IN RETAIL BUSINESS

SAMPLE EXTERNAL ASSESSMENT

MARK SCHEME

UNIT 4: PROMOTION FOR RETAIL BUSINESS

In addition to a mark scheme, examiners will be supported by marking conferences and exemplar material.

| | | Performance bands | | | |
|--|--|---|---|--|---|
| Learning Outcome | Assessment criteria | Level 1 Pass | Level 2 Pass | Level 2 Merit | Level 2 Distinction |
| LO1 Know the principles of visual merchandising in retail | AC1.1 Describe how visual merchandising principles have been applied to an installation | Outlines some principles of visual merchandising that are evident in the proposed installation. | Describes how some principles of visual merchandising have been applied to the proposed installation. | Describes how a wide range of visual merchandising principles have been applied to the proposed installation. | Describes in detail how a wide range of visual merchandising principles have been applied to the proposed installation. |
| | AC1.2 Describe how visual merchandising installation meets health and safety requirements | Outlines some aspects of health and safety to be considered in respect of the visual merchandising installation. | Describes how the proposed visual merchandising installation meets some health and safety requirements. | Describes in some detail how the proposed visual merchandising installation meets relevant health and safety requirements. | |
| LO2 Understand the principles of marketing | AC2.1 Explain how target marketing is used in promotional activities | Outlines in general terms how target marketing is used in the planned activities. Explanation may lack reasoning and be mainly descriptive. | Explains how target marketing is used in the planned activities. | | |

| | | | | | |
|--|--|--|---|--|---|
| | AC2.2 Explain how promotional activities contribute to achieving marketing objectives | Outlines, in general terms, the relationship between the planned promotional activities and marketing objectives. There may be some omissions. | Explains how planned promotional activities would contribute to achieving the marketing objectives. Explanation may lack reasoning and be mainly descriptive. There may be some omissions. | Explains with some clear reasoning how the planned promotional activities would contribute to achieving the marketing objectives. | Explains with clear and detailed reasoning how the planned promotional activities would contribute to achieving the marketing objectives. |
| | AC2.3 Explain how the marketing mix works together to achieve marketing objectives | Outlines, in general terms, how the marketing mix has been considered in the planned promotional activities. There may be some omissions. | Explains how the planned activities enable the marketing mix to work together to achieve marketing objectives. Explanation may lack reasoning and be mainly descriptive. There may be some omissions. | Explains with some clear reasoning how the planned activities enable the marketing mix to work together to achieve marketing objectives. | |

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| LO3 Be able to plan promotional activities | AC3.1 Plan promotional activities to meet marketing objectives | A plan is produced which addresses some aspects of the installation, advert and blog promotional activities. There may be some errors and omissions in the plan. | A plan is produced which mainly addresses the installation, advert and blog promotional activities. There may be some errors and omissions in the plan. | A plan is produced which covers all promotional activities for the event. Some parts of the plan may be in detail. There may be some minor omissions in activities and resources and errors in sequencing. | A detailed plan is produced which covers all promotional activities for the event. There may be some minor omissions in activities and resources and errors in sequencing. |
| | AC 3.2 Design promotional materials | All promotional materials are produced. Some elements of design in some materials. | All promotional materials are produced. There is some application of design principles in each material. | All promotional materials are produced. Consistent application of design principles are applied across all materials. | |
| | AC3.3 Communicate promotional information to customers | Promotional materials are produced with some evidence of considering target audience in content, tone and style of language. There may be some errors in the grammar, spelling and punctuation. | Promotional materials are mainly focussed on either actual or potential customers. There is some attempt to adopt a consistent tone and style of language. Grammar, spelling and punctuation are mainly accurate. | | |