**MARK SHEET – Understanding how to market and sell a product or service**

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| **Centre Number :** |  | | | **Centre Name :** | |  | | | | |
| **Learner Registration No :** |  | | | **Learner Name:** | |  | | | | |
| **INSTRUCTIONS FOR ASSESSMENT AND USE OF MARK SHEET**  Assessment must be conducted with reference to the assessment criteria (AC). In order to pass the unit, every AC must be met.  Assessors will normally award marks for every AC and then total them into a percentage. However, for greater simplicity, there is the option to not use marks at all and merely indicate with a ‘Pass’ or ‘Referral’ in the box (below right). In order to pass the unit every AC must receive a ‘Pass’.  **Where marks are awarded according to the degree to which the learner’s evidence in the submission meets each AC, every AC must be met, i.e. receive at least half marks (e.g. min 10/20). Any AC awarded less than the minimum produces an automatic referral for the submission (regardless of the overall mark achieved).**  Sufficiency descriptors are provided as guidance. If 20 marks are available for an AC and the evidence in the submission approximates to the ‘pass’ descriptor, that indicates it should attract 10 marks out of 20, if a ‘good pass’ then ca. 15 out of 20. The descriptors are not comprehensive, and cannot be, as there are many ways in which a submission can exceed or fall short of the requirements. | | | | | | | | 1. **Learner named above confirms authenticity of submission.** 2. **ILM uses learners’ submissions – on an anonymous basis – for assessment standardisation.  By submitting, I agree that ILM may use this script on condition that all information which may identify me is removed.**   **However, if you are unwilling to allow ILM use your script, please refuse by ticking the box: □** | | |
| **Learning Outcome/Section 1:** Understand the market, its customers and stakeholders | | | | | | | | | | |
| **Assessment Criteria (AC)** | | **Sufficiency Descriptors**  *[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | | | | | | | **Assessor feedback on AC** | |
| AC 1.1  Develop a questionnaire to gather market information from the proposed enterprise’s customers and stakeholders | | **Referral [ca. 4/16]** | **Pass [8/16]** | | | | **Good Pass [ca. 12/16]** | |  | |
| * No questionnaire developed or questionnaire only gathers information from the proposed enterprise’s customers and stakeholders , but not both, or the questionnaire is inappropriate * No evaluation of the results from the questionnaire * Results from the questionnaire are listed or presented but not evaluated to provide a conclusion or to make decisions | * A limited but appropriate questionnaire is developed gathering market information from the proposed enterprise’s customers and stakeholders | | | | * A detailed questionnaire is developed gathering market information from the proposed enterprise’s customers and stakeholders. | |
| / 16  (min. of 8) | Pass or Referral |
| AC 1.2  Evaluate the results from the questionnaire in order to make decisions | | **Referral [ca. 4/16]** | **Pass [8/16]** | | | | **Good Pass [ca. 12/16]** | |  | |
| * No evaluation of the results from the questionnaire * Results from the questionnaire are listed or presented but not evaluated in order to make decisions * The results from the questionnaire are insufficient to allow a meaningful evaluation to be undertaken | * A limited but appropriate and meaningful evaluation of the results from the questionnaire is undertaken in order to make decisions | | | | * A detailed and thorough evaluation of the results from the questionnaire is undertaken in order to make decisions | |
| / 16  (min. of 8) | Pass or Referral |
| **Section comments** (optional): | | | | | **Verification comments** (optional): | | | | | |
| **Learning Outcome / Section 2:** Understand how to promote and sell a product or service | | | | | | | | | | |
| **Assessment Criteria (AC)** | | **Sufficiency Descriptors**  *[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | | | | | | | **Assessor feedback on AC** | |
| AC 2.1  Get advice on different ways of promoting a product or service to determine the best option (s) to maximise sales/service | | **Referral [ca. 2/8]** | **Pass [4/8]** | | | | **Good Pass [ca. 6/8]** | |  | |
| * No advice is sought or only advice on one way of promoting a product or service to determine the best options to maximise sales/service | * Limited advice obtained on different ways to promote a product or service with options briefly identified to maximise sales/service | | | | * Advice is obtained from a wide range of ways to promote a product or service with detailed options identified to maximise sales/service | |
| / 8  (min. of 4) | Pass or Referral |
| AC 2.2  Identify the costs for providing the product or service | | **Referral [ca. 2/8]** | **Pass [4/8]** | | | | **Good Pass [ca. 6/8]** | |  | |
| * No costs are identified or only total cost of providing the product or service, or costs are incorrect | * Costs are identified for providing the product or service with some breakdown provided | | | | * Costs are identified for providing the product or service with a detailed breakdown provided | |
| / 8  (min. of 4) | Pass or Referral |
| AC 2.3  Draw up an action plan for promoting and selling a product or service ensuring that all laws and regulations are me | | **Referral [ca. 4/16]** | **Pass [8/16]** | | | | **Good Pass [ca. 12/16]** | |  | |
| * No plan is drawn up for promoting and selling a product, or plan does not address tasks required for promoting and selling a product, or plan does not meet all laws and legislation required | * A limited plan is drawn up for promoting and selling a product or service with reference to meeting laws and regulations | | | | * A detailed plan is drawn up for promoting and selling a product or service with reference to meeting specific laws and regulations for that product or service | |
| / 16  (min. of 8) | Pass or Referral |
| **Section comments** (optional): | | | | | **Verification comments** (optional): | | | | | |

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| **Learning Outcome / Section 3:** Understand methods of customer care and after sales service | | | | | | | | | |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors**  *[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | | | | | | | **Assessor feedback on AC** | |
| AC 3.1  Describe methods of caring for the customer and ensuring effective after-sales service | **Referral [ca. 4/16]** | | **Pass [8/16]** | | **Good Pass [ca. 12/16]** | | |  | |
| * No description of methods of caring for the customer or ensuring effective after-sales service are given, or description is given for only caring for the customer ***or*** ensuring effective after-sales service, but not both, or only one method is described for caring for the customer and/or ensuring effective after sales service, or the methods are incorrect or inappropriate, or methods are merely listed with no descriptions of their principal features | | * Limited descriptions of the principal features of at least two correct and appropriate methods of caring for the customer ***and*** ensuring effective after-sales service are given | | * Comprehensive descriptions of the principal features of at least two correct and appropriate methods of caring for the customer and ensuring effective after-sales service are given | | |
| / 16  (min. of 8) | Pass or Referral |
| AC 3.2  Describe how to evaluate customer feedback for product or service improvements | **Referral [ca. 5/29]** | | **Pass [10/20]** | | **Good Pass [ca. 15/20]** | | |  | |
| * No description of how to evaluate customer feedback for product or service improvements, or the description of how to evaluate is incorrect or inappropriate | | * A limited correct and appropriate description of how to evaluate customer feedback for product or service improvements is given | | * A detailed correct and appropriate description of how to evaluate customer feedback for product or service improvements is given | | |
| / 20  (min. of 10) | Pass or Referral |
| **Section comments** (optional): | | | | **Verification comments** (optional): | | | | | |
|  | | | | | | **/ 100**  **TOTAL MARKS** | | | |
| **Assessor’s Decision** | | | | **Quality Assurance Use** | | | | | |
| **Outcome** (*delete as applicable*): **PASS / REFERRAL** | | **Signature of Assessor:**  **Date:** | | **Outcome** (*delete as applicable*): **PASS / REFERRAL** | | | **Signature of QA:**  **Date of QA check:** | | |