

Unit 1 Extended Response Questions

Question 21 – 9 Marks

NCFE Level 1/2 Technical Award in Business and Enterprise: Unit 1			
First Name:		Surname:	

Question
Using your knowledge of promotional methods, evaluate why a small business would prefer to use social media to promote their business rather than using local radio and local newspaper advertising. [9 marks]

Band 3 Learner Response
<p>A small business would prefer to use social media to promote their business because you can reach a very large audience as lots of people have and use a range of different social media platforms. This means that you can communicate information about your business directly to customers efficiently as it is quick which is important in a small business as you may not have a lot of staff. This leads to lots of people finding out about your business and its promotions about offers or new products on a regular basis as most people check social media regularly. Therefore sales might increase as a result of more people knowing about your business.</p> <p>However, a drawback of using social media to promote your small business is that not everyone has or regularly uses social media, this means that people who don't have it (possibly older customers) may not see or engage with your promotional posts. This leads to your potential customers not seeing your promotions and not buying your product so sales may decrease.</p> <p>A small business may want to consider using local radio or newspapers as it can make the information specific to people in that area, this means you can reach a specific target audience if your product is aimed at older people for example. However this method can have high costs, compared to using social media and will increase costs for the business. So if it does not bring in sales it may reduce profits or a small business may not even be able to afford to pay this in the first place.</p> <p>To conclude a small business needs to consider its target audience when deciding which method to use to promote their business. If they have a young audience, then social media is a good way to promote your business as it is generally free and also a quick way to promote your business sales, offers and products. However, you must consider if your customers are older, as they may not use social media and then you may have to spend more money and use local radio or newspaper so that they can find out about your business.</p>

Mark Scheme Commentary for Band 3 Allocation

There is a wide range of relevant knowledge and understanding shown, which is accurate and detailed.

Subject specific terminology is used consistently throughout.

Application of knowledge and understanding is appropriate, with clear relevance to the context of a small business.

Analysis and evaluation is present and very effective.

The conclusions drawn are fully supported by judgements and make it clear that there is not one clear better option but it depends on the business and its target market.

Band 2 Learner Response

A small business would prefer to use social media to promote their business because lots of people have and use different social media. This means that you can tell people about your business directly as it is quick and easy. This leads to lots of people finding out about your business and its promotions about offers or new products on a regular basis as people check social media regularly.

However, a drawback of using social media to promote your small business is that not everyone has or regularly uses social media, this means that people who don't have it (possibly older customers) may not see your promotional posts. This leads to sales decreasing as your potential customers are not seeing your promotions.

A small business may want to consider using local radio or newspapers as anyone can see this as you don't need a computer or phone so you might be able to tell a larger amount of people about your business. But this method can have high costs, compared to using social media and will increase costs for the business so you will lose money.

To conclude a small business needs to consider its customers when deciding which method to use to promote their business. If you have lots of customers that would use social media then this is the better option as it's quick, easy and free. If you have the money to spend then you could pay for newspapers and radio, if not you could promote for free on social media.

Mark Scheme Commentary for Band 2 Allocation

There is a range of relevant knowledge and understanding shown, but lacks sufficient detail in places.

Subject specific terminology is used, but not always consistently.

Application of knowledge and understanding is mostly appropriate, but sometimes lacks clarity were assumptions are made. For example increasing cost of advertising will lose money - not if it works and sales increase.

Analysis and evaluation is present and effective, but lacks appropriate development in places.

There is an attempt to draw a conclusion, which is somewhat supported by judgements, but some irrelevant points made.

Band 1 Learner Response

A small business should use Facebook and Instagram to promote their business as lots of people have social media and you can tell those things about your products or sales you are having. This is a good way to promote your business.

But you could use newspapers and radio. But people don't really buy newspapers anymore so people may not see your advert and it would be a waste of money.

To conclude you should use social media as everyone has it and it is free.

Mark Scheme Commentary for Band 1 Allocation

There is a limited range of relevant knowledge and understanding shown, there are points made but is fragmented.

There is a lack of subject specific terminology and only basic understanding is evident.

There is little contextualisation linking this to a small business context.

There is a small attempt at analysis and evaluation, but it lacks development and is of limited effectiveness.

Attempts to draw a conclusion is unsuccessful as it lacks any real depth in judgement.