

Level 2 Certificate in Principles of Marketing (7734-202)



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Version 1.0

Short Answer Questions

Version: Sample

SAMPLE

Instructions for use

As the exam secretary you will be required to print copies of the correct version of the relevant exam paper in time for each test, as set by the course tutor or equivalent.

- Papers should be printed from the document under secure conditions and stored securely until the time of the test.
- Any candidates who are re-sitting the exam must be given the alternative paper version to the one they originally sat.
- No papers are to be printed and handed to candidates except for test purposes.
- All papers must be accounted for at the completion of the examination. There must be no possibility that any unauthorised person is able to take a copy of a paper out of the exam.
- “Providing City & Guilds qualifications” gives further guidance in the conduct of examinations. Please make sure that a copy is available for the invigilator.
- After the examination the candidate’s scripts can be given to the marker along with a printed copy of the model answers for that paper and the question paper itself.
- The marker is most likely to be the course tutor who is familiar with the subject area. As these are short answer tests, the answers provided by City & Guilds are model answers only. Candidates may give alternative but equally valid answers. Therefore markers are permitted to use their professional discretion when marking the scripts.
- Once the marker has completed the marking the candidate’s scripts should be returned, with the answers and the original test paper, to the exam secretary for secure storage.
- If a centre wishes to query any of the papers or questions they should do so in writing to City & Guilds. All queries will be logged and investigated and referred to expert examiners if necessary.
- The centre should consider using standardisation to ensure fair marking among tutors.

7734-202 Version Sample

Level 2 Certificate in Principles of Marketing

Understanding legal, regulatory and ethical requirements
in sales or marketing

To be arranged

You should have the following for this examination

- one answer book

General instructions

- All questions do **not** carry equal marks. The maximum marks for each section within a question are shown.
- Answer **all fifteen** questions.

SAMPLE

Question number	Question	Marks
1	Describe two of the stages in an organisation's procedure for raising legal, regulatory and ethical concerns.	2
2	Describe two situations when it is important to follow organisational procedures.	2
3	Explain three reasons why organisations must ensure they follow their ethical policy at all times.	3
4	Describe three external sources of information on employment law	3
5.	Describe three internal sources of information on legal, regulatory and ethical requirements.	3
6	Explain two of the advantages of an organisation adopting an ethical approach to their sales and marketing.	2
7	a) Explain what is meant by contract law. b) State why contract law is important in sales	1 1
8	a) State one law that impacts on the sales role. b) Explain what can happen if the law is not complied with.	1 1
9	State two legal requirements that must be followed as part of a sales role.	2
10	Describe three potential consequences for an organisation of not complying with legislation relating to selling.	3
11	State three reasons why it is important to refer to others when limits of authority have been reached.	3
12	Giving two reasons, explain why a job role is defined by a job description.	2
13	Explain three steps in an organisation's process that need to be followed if there are any concerns that legal requirements are not being followed.	3
14	Giving two reasons, explain why it is important to ensure common understanding of agreements and expectations before completing any contract.	2
15	Explain why it is important when agreeing a contract for customers to have a 'cooling off' period.	1

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