



BSBESB404

Market new business ventures

Assessment 1 of 2

Short Answer Questions



Assessment Instructions

Task overview

This assessment task is divided into six (6) short answer questions. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need:

- Online learning material



Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Question 1

Explain the purpose of the workplace processes and procedures and provide an explanation of how to carry out each one of them in the table below using your own words. To answer this question, it is recommended that you use the information found in your learning material.

[Approximate word count: 250 - 300 words]

Assessor instructions: students must explain the purpose of the workplace processes and procedures and provide an explanation of how to carry out each one of them in the table below using their own words. To answer this question, it is recommended that they use the information provided in their learning material.

Students' words will vary but their answers need to reflect the concept in the sample answer below.

A sample answer is provided below.

Workplace process and procedure	Purpose	Explanation
Developing marketing objectives and marketing mix	It can help your business reach its target audience, attract new customers and increase its profit.	To develop the marketing objectives and the marketing mix you need to: <ul style="list-style-type: none">• Analyse the business objectives• Align the marketing objectives to the business objectives• Take into consideration the target audience and your customer base• Research and assess the competition• Review the distribution channels and the location of the business (where applicable)• Decide which promotional and marketing activities you will use• Ensure you have the right people in the right roles to achieve your marketing objectives
Identifying industry market trends relating to marketing new business ventures	It keeps your business up to date with the latest and most current trends and keeps you competitive.	To identify industry market trends relating to marketing a new business venture you need to: <ul style="list-style-type: none">• Conduct market research using online tools such as Google Trends• Read prediction blog posts

		<ul style="list-style-type: none"> • Subscribe to relevant newsletters • Discover trends in social media such as Facebook (Trending section) or Twitter (Moments section) • Check out YouTube trending videos
<p>Communicating roles and responsibilities in marketing strategies to those involved</p>	<p>It ensures all staff and stakeholders involved in the marketing strategy have a clear understanding of their roles and responsibilities and therefore a better chance of achieving set goals.</p>	<p>To communicate roles and responsibilities to those involved you need to:</p> <ul style="list-style-type: none"> • Provide a clear description of the responsibilities for each role • Issue KPIs (Key Performance Indicators) to ensure all team members are clear on the expected outcomes • Develop a communication plan that outlines how information, data and knowledge will be communicated and what communication methods will be used (emails, meetings, training sessions etc.)

Question 2

Explain the key features of the marketing mix in the table below using your own words. To answer this question, it is recommended that you use the information found in your learning material and the website below:

[The 7 Ps of marketing | Business Queensland](#)

You will need to choose one of the three items in the drop-down list to answer which business need each marketing mix feature addresses.

[Approximate word count: 300- 350 words]

Assessor instructions: students must explain the key features of the marketing mix in the table below using their own words. To answer this question, it is recommended that they use the information provided in their learning material and the website below:

[The 7 Ps of marketing | Business Queensland](#)

Students will need to choose one of the three items in the drop-down list to answer which business need each marketing mix feature addresses.

Students' words will vary but their answers need to reflect the concept in the sample answer below.

A sample answer is provided below.

Key features of the marketing mix	Explanation	Which business need does this feature address?
1. Product	Product refers to what you are selling, including all of the features, advantages and benefits that your customers can enjoy from buying your goods or services. When marketing your product, you need to think about the key features and benefits your customers want or need, including (but not limited to) styling, quality, repairs, and accessories.	Optimises sales and profit
2. Price	This refers to your pricing strategy for your products and services and how it will affect your customers. You should identify how much your customers are prepared to pay, how much mark-up you need to cater for overheads, your profit margins and payment methods, and other costs.	Evaluates costs and benefits
3. Place	Place is where your products and services are seen, made, sold or distributed. Access for customers to your products is key and it is important to ensure that customers can find you.	Determines customer needs and promotional activities
4. Promotion	These are the promotional activities you use to make your customers aware of your products and services, including advertising, sales tactics, promotions and direct marketing.	Determines customer needs and promotional activities

	Generally, these are referred to as marketing tactics.	
5. People	People refer to the staff and salespeople who work for your business, including yourself.	Optimises sales and profit
6. Process	<p>Process refers to the processes involved in delivering your products and services to the customer. It is also about being 'easy to do business with'.</p> <p>Having good process in place ensures that you:</p> <ol style="list-style-type: none"> 1. repeatedly deliver the same standard of service to your customers 2. save time and money by increasing efficiency. 	Determines customer needs and promotional activities
7. Physical Evidence	<p>Physical evidence refers to everything your customers see when interacting with your business. This includes:</p> <ul style="list-style-type: none"> • the physical environment where you provide the product or service • the layout or interior design • your packaging • your branding. <p>Physical evidence can also refer to your staff and how they dress and act.</p>	Optimises sales and profit

Question 3

Research and list the ethically and culturally appropriate practices relating to marketing new business ventures in the table below. Using the table below outline the five (5) competitor complaints and the seven (7) consumer complaints.

To answer this question, it is recommended that you use the website below:

[Code of Ethics - AANA](#)

(Approximate word count: 250 - 300 words)

Assessor instructions: students must research and outline the ethically and culturally appropriate practices relating to marketing new business ventures in the table below. To answer this question, it is recommended that they use the website below:

[Code of Ethics - AANA](#)

Students will need to:

- Include all five (5) points under Section 1: Competitor Complaints
- Include all seven (7) points under Section 2: Consumer Complaints

A sample answer is provided below.

Section 1: Competitor Complaints	Section 2: Consumer Complaints
<ol style="list-style-type: none"> 1. Advertising shall comply with Commonwealth law and the law of the relevant State or Territory. 2. Advertising shall not be misleading or deceptive or be likely to mislead or deceive. 3. Advertising shall not contain a misrepresentation, which is likely to cause damage to the business or goodwill of a competitor. 4. Advertising shall not exploit community concerns in relation to protecting the environment by presenting or portraying distinctions in products or services advertised in a misleading way or in a way which implies a benefit to the environment which the product or services do not have. 5. Advertising shall not make claims about the Australian origin or content of products advertised in a manner which is misleading. 	<ol style="list-style-type: none"> 1. Advertising shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual orientation, religion, disability, mental illness or political belief. 2. Advertising shall not employ sexual appeal: <ol style="list-style-type: none"> (a) where images of Minors, or people who appear to be Minors, are used; or (b) in a manner which is exploitative or degrading of any individual or group of people. 3. Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised. 4. Advertising shall treat sex, sexuality and nudity with sensitivity to the relevant audience. 5. Advertising shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided. 6. Advertising shall not depict material contrary to Prevailing Community Standards on health and safety. 7. Advertising shall be clearly distinguishable as such.

Question 4

Describe the performance evaluation methods relating to marketing strategies in the table below using your own words. To answer this question, it is recommended that you use the information found in your learning material.

[Approximate word count: 150 – 200 words]

Assessor instructions: students must describe the performance evaluation methods relating to marketing strategies in the table below using their own words. To answer this question, it is recommended that they use the information provided in their learning material.

Students' words will vary but their answers need to reflect the concept in the sample answer below.

A sample answer is provided below.

Performance Evaluation Methods	Description
1. Return on investment	This could be in the form of sales that exceed the money spent or new customers that will pay off over time.
2. Review sales numbers	Helps you to determine the effectiveness of a marketing plan. Compare post-marketing campaign sales totals with prior periods.
3. Examine leads generation	Can be an increase in appointments, an increase in subscribers to a mailing list or an increase in responses in general
4. Reach of marketing efforts	Customer recommendations and word-of-mouth can broaden the reach of marketing campaigns and is usually a positive indicator.
5. Paying attention to customer response	How customers respond to marketing efforts is a sign of a plan's effectiveness. Surveys are a direct way to solicit customer input on specific aspects of marketing campaigns.
6. Feedback from salespeople	Salespeople interact directly with customers, which gives them insight that can help in the evaluation of the plan
7. Competitor response to marketing plans	If a company puts out a marketing campaign and its competitors replicate it, that is a sign that the campaign is working and gaining traction. If they go in a different direction with their marketing efforts, it could be because they noticed inefficiencies in the company's marketing plans.

Question 5

Explain step-by-step the method to be used for each task in the table below using your own words. To answer this question, it is recommended that you use the information found in your learning material.

[Approximate word count: 50 - 100 words]

Assessor instructions: explain step-by-step the method to be used for each in the table below using their own words. To answer this question, it is recommended that they use the information provided in their learning material.

Students' words will vary but their answers need to reflect the concept in the sample answer below.

A sample answer is provided below.

Task	Method
Analysing costs and benefits of marketing strategies	<ol style="list-style-type: none"> 1. Identify the cost of each one of your strategies 2. Identify the benefits of your strategies 3. Estimate the value of each cost and benefit you identified 4. Calculate the cost-benefit ratio of each marketing strategy
Monitoring customer satisfaction	<ol style="list-style-type: none"> 1. Create customer satisfaction surveys 2. Send post-delivery questionnaires 3. Make phone calls or organise face-to-face meetings with customers when possible
Conducting market analysis and research	<ol style="list-style-type: none"> 1. Research and analyse the market relating to your industry 2. Define your target market 3. Assess the competition 4. Decide your pricing strategy 5. Create a sales forecast

Question 6

List three [3] key features of current digital devices, platforms and technologies that achieve marketing objectives by engaging, responding to and monitoring customers in the table below using your own words.

You will need to choose one or more items from the drop-down list to answer how the device/platform/technology achieves the marketing objectives.

To answer this question, it is recommended that you use the information found in your learning material and research on the internet.

Assessor instructions: students must list three [3] key features of current digital devices, platforms and technologies that achieve marketing objectives by engaging, responding to and monitoring customers in the table below using their own words.

Students will need to choose one or more items from the drop-down list to answer how the device/platform/technology achieves the marketing objectives.

To answer this question, it is recommended that they use the information provided in their learning material and research on the internet.

Students' words will vary but their answers need to reflect the concept in the sample answer below.

A sample answer is provided below.

Digital device/platform/ technology	Key features (3)	How does this device/ platform/ technology achieve marketing objectives?
SEO (Search Engine Optimisation)	<ul style="list-style-type: none"> • Improves organic search results • Improves the quality of organic traffic on your website • Improves the quantity of organic traffic on your website 	<p>Engaging customers</p> <p>Monitoring customers</p>
Facebook	<ul style="list-style-type: none"> • Newsfeed • Messaging • Events • Marketplace • Pages • Reviews 	<p>Engaging customers</p> <p>Monitoring customers</p> <p>Responding to customers</p>
Email	<ul style="list-style-type: none"> • Write and send messages to one or multiple recipients • Reply to messages • Forward messages • Send copies and blind copies of the messages 	<p>Responding to customers</p>
Instagram	<ul style="list-style-type: none"> • Filters • Video posts • Instagram stories • Stories highlights • Instagram stories – video • AR Filters • IGTV • Stickers and quizzes 	<p>Engaging customers</p> <p>Monitoring customers</p> <p>Responding to customers</p>
Google Analytics	<ul style="list-style-type: none"> • Traffic reporting • Conversion tracking • Keyword reporting • Third-party referrals • Audience information 	<p>Monitoring customers</p>
Tik Tok	<ul style="list-style-type: none"> • Video sharing • Wide selection of sounds and song snippets • Special effects • Filters • Reactions 	<p>Engaging customers</p>

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

1	Six [6] short answer questions are to be completed in the spaces provided.	<input type="checkbox"/>
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Congratulations you have reached the end of Assessment 1!

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