

Learner Assessment Pack

Interpret Market Trends and Developments

BSBMKG507



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BSBMKG507
Interpret Market Trends and Developments

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SAMPLE

Learner Assessment Pack Assessment Delivery



Learner Information

Each Learner Assessment Pack is made up of three parts:

Assessment Delivery

- Learner Information
- Steps for Learners
- Assessment Agreement

Assessment

- Tasks
- Context
- Assessor Feedback

Recording

- Record of Assessment

Before you commence your Assessment, ensure that you have good knowledge of the subject, have thoroughly read your Learner Resource, and clearly understand the Assessment requirements and the expectations of the Assessor.

You may be required to demonstrate knowledge and skills which may be difficult for the Assessor to witness. If so, an Evidence Record is supplied which will allow the knowledge or skill to be verified by at least one third party, and preferably two or more. These witnesses would usually be current or recent supervisors or your Assessor.

Explanations are given for each Task. If you have any questions, consult with your Assessor.

To contextualise this Assessment to your industry, you must complete a few additional tasks based on your employer's industry. These will be provided by your Assessor.

The assessment tasks may be answered using your business, the simulated business or a mixture of both as instructed by your Assessor.

Records must be kept of all aspects of the Assessment in your Learner Pack.




The record of assessment is a **legal document** and must be signed, dated, and a copy stored as required by your Registered Training Organisation (RTO).

Steps for Learners

1. Receive your Learner Assessment Pack and discuss with your Assessor the expectations of this Assessment. You may also need to supply contact details of one or two work referees who can confirm your skills in the industry. Discuss with your Assessor if you intend to undertake the tasks based on your employing organisation or using the simulated business, Bounce Fitness or a mix of both.
2. Your Learner Assessment Pack is where you will get the Task information. Complete the Tasks as instructed, using either the simulated business, Bounce Fitness, or your employing organisation and include in the Learner Assessment Pack for your Assessor.
3. After you complete your Assessment, gather and return your evidence documents, as detailed in the Task(s) in the timeframe agreed with your Assessor.

Assessment Agreement

Have you signed off:

	Delivery Method	
	Classroom	<input type="checkbox"/>
	Small Group	<input type="checkbox"/>
	One-on-One	<input type="checkbox"/>
	Online	<input type="checkbox"/>
	Other (please describe)	<input type="checkbox"/>
	Assessment Method	
	Learner's Organisation – Pre-assessment meeting conducted	<input type="checkbox"/>
	Simulated Business	<input type="checkbox"/>
	Assessment Conditions	
<p>Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development - marketing field of work and include access to:</p> <ul style="list-style-type: none"> • Relevant legislation, regulations, standards and codes • Relevant workplace documentation and resources • Case studies and, where possible, real situations 		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Assessors must satisfy NVR/AQTF assessor requirements.		
<p>I confirm that the activities and assessment completed as part of this unit are my own work and comply with all relevant copyright and plagiarism rules. I understand that if there is any doubt of the authenticity of any piece of my assessment I can be orally examined and the signatory of evidence records may be contacted.</p>		
Learner Name _____		
Learner Signature _____		Date _____
Assessor Name _____		
Assessor Signature _____		Date _____

Learner Assessment Pack

Assessment



Tasks

You are required to complete all tasks as instructed.

Context

Your Assessor will advise you of the tasks that you **must complete** related to your industry.

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To be assessed for this competency, you must demonstrate your ability to:

- Apply statistical and qualitative analysis techniques to identify:
 - Current business performance
 - Competitor performance
 - Potential threats and opportunities.
- Apply qualitative and forecasting techniques to identify:
 - Success of marketing activities
 - Over and under-performing products and services
 - Existing and emerging market needs.
- Document the analysis of market data including visual presentation of findings.

The following Assessment Tasks must be completed by you to enable you to demonstrate these skills. These must be conducted:

Using the simulated business Bounce Fitness

or

In your own workplace if you are able to access all the documents and conduct all of the activities.

If you are using your own business, simply replace references to *Bounce Fitness* with the name of your organisation.

Ensure that you gain the approval of your choice with your Assessor before commencing.

The documents you will require if you are using the simulated business Bounce Fitness can be found on the Bounce Fitness website:

- Documents tab / Administrative / Bounce Fitness PowerPoint Presentation Template
- Procedures / Administrative Procedures / Style Guide

You may need to conduct further research.

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Task 1 – Theory: Short Answer Questions

This competency requires you to demonstrate that you can conduct an analysis of market data in order to determine organisational and competitor business performance and to prepare market and business forecasts. The information assists in developing an organisation’s marketing plan and to determine the current or potential future success of marketing strategies.

To enable you to do this, you must answer the following theory questions.

If you require more space, you may use your own paper placing your name and group identifier at the top and the question number beside your answer.

If you use your own business, you must include copies of all documentation to which you refer for the Assessor.

If you use your own business, all answers must be confirmed by their supervisor during the interview to complete the Evidence Record.

1a All businesses are affected by legislation, codes or standards. Understanding how they impact on a business’s marketing practices is critical for maintaining compliance and to ensure the business and staff do not break any laws.

For this task you are required to research and submit information related to a number of laws. You need to identify the name of the legislation, describe its key provisions and explain how it could affect business practices. The laws you need to identify relate to:

Consumer law

Privacy

Task 1 – Theory: Short Answer Questions (continued)

Marketing Codes

1b Identify three software applications that are commonly used in quantitative and qualitative analysis and outline their key features.

Assessor Feedback

Key Points and Suggested Answers

Assessor feedback is recorded here. The Assessor will record what they saw or heard, how it related to the performance criteria, their judgement and why they made that judgement.

Task 1 – Theory: Short Answer Questions

SAMPLE

Task 2 – Practical: Interpret Trends and Market Developments

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Task 3 – Presentation: Interpret Trends and Market Developments

Blank area for Task 3 presentation content.

Task 4 – Evidence Record

Blank area for Task 4 evidence record content.

Tasks Sign-Off Sheet

Learner Name

Assessor Name

Learner Signature

Assessor Signature

Date

Date

SAMPLE

Learner Assessment Pack Recording



Record of Assessment

Learner Details		Assessor Details	
Name		Name	
Course Code		Site and Date	
Unit Code BSBMKG507		Unit Name Interpret Market Trends and Developments	

Performance Criteria Mapping			
Assessment Activity	PC Mapping	Satisfactory	Needs More Evidence
Task 1 – Theory: Short Answer Questions	KE2, 3	<input type="checkbox"/>	<input type="checkbox"/>
Task 2 – Practical: Interpret Trends and Market Developments	1.1, 1.2, 1.3, 1.4, 1.5 2.1, 2.2, 2.3	<input type="checkbox"/>	<input type="checkbox"/>
Task 3 – Presentation: Interpret Trends and Market Developments	3.1, 3.2, 3.3	<input type="checkbox"/>	<input type="checkbox"/>
Task 4 – Evidence Record	1.1, 1.2, 1.3, 1.4, 1.5 2.1, 2.2, 2.3 3.1, 3.2, 3.3	<input type="checkbox"/>	<input type="checkbox"/>

Performance Evidence Mapping			Satisfactory	Needs More Evidence	
	Apply statistical and qualitative analysis techniques to identify:				
PE1	• Current business performance	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>	
	• Competitor performance	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>	
	• Potential threats and opportunities	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>	
	Apply qualitative and forecasting techniques to identify:				
PE2	• Success of marketing activities	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>	
	• Over and under-performing products and services	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>	
	• Existing and emerging market needs	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>	
PE3	Document the analysis of market data including visual presentation of findings.	Tasks 3 and 4	<input type="checkbox"/>	<input type="checkbox"/>	

Knowledge Evidence Mapping			Satisfactory	Needs More Evidence
KE1	Outline internal and external sources of information relevant to forecasting market trends including:			
	• Business and strategic objectives	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Marketing and other business performance	Tasks 2 and 4	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	• Comparative market information	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Changes in technology	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Demographic changes	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Social and cultural factors	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Economic trends	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Government activities and legislative changes	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Industry trends	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
• Supplier data	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>	
KE2	Outline the legislative and regulatory context as it applies to marketing	Tasks 1 and 4	<input type="checkbox"/>	<input type="checkbox"/>
KE3	Identify software applications that are commonly used in quantitative and qualitative analysis and outline their key features	Tasks 1 and 4	<input type="checkbox"/>	<input type="checkbox"/>
KE4	Outline statistical concepts, methods, techniques and reporting formats commonly used in marketing including:			
	• Conversion rate of leads to sales	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Measures of central tendency	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Measures of dispersion	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Nature and degree of relationship between variables	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Net response rate	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Normal distribution probability curve	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Sampling	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Speed of response curve	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	• Recency or frequency grids	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
• Lifetime value of customers	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>	
• Net present value of customers	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>	

Context Mapping	PC Mapping	Satisfactory	Needs More Evidence
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>

Foundation Skills Mapping					
Skill	Description	ACSF Level	Mapping	Satisfactory	Needs More Evidence
Reading	Researches, evaluates, analyses and interprets market information from a range of sources, and interprets requirements	5	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
Writing	Prepares reports containing complex ideas and concepts and writes in a range of styles to suit different audiences	5	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
Numeracy	Collects, organises and analyses data to draw conclusions or make forecasts about trends and probability	5	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	Uses specialised statistical analysis techniques	5	Tasks 2 and 4	<input type="checkbox"/>	<input type="checkbox"/>
Oral Communication	Presents information to a range of audiences using appropriate vocabulary and non-verbal features	5	Tasks 3 and 4	<input type="checkbox"/>	<input type="checkbox"/>
Interact with others	Demonstrates sophisticated control over oral, visual and/or written formats, drawing on a range of communication practices to present findings	5	Tasks 3 and 4	<input type="checkbox"/>	<input type="checkbox"/>
Get the work done	Develops plans and uses effective organisational and time management skills to complete tasks with an awareness of how they may contribute to longer term operational and strategic goals	5	Tasks 2, 3 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	Applies systematic and analytical decision making processes in complex and non-routine situations	5	Tasks 2, 3 and 4	<input type="checkbox"/>	<input type="checkbox"/>
	Uses digital technologies and systems to enter and analyse data and to present information	5	Tasks 2, 3 and 4	<input type="checkbox"/>	<input type="checkbox"/>

(please tick appropriate box)	Yes	No
Comments and future action noted in Learner Assessment Pack	<input type="checkbox"/>	<input type="checkbox"/>
Results discussed and agreed to You have the right to appeal the outcome of your assessment.	<input type="checkbox"/>	<input type="checkbox"/>
The Learner is	Competent <input type="checkbox"/> Not Yet Competent <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Learner Comments

Assessor Comments

Details of further evidence required

After reassessment the Learner is	Competent <input type="checkbox"/> Not Yet Competent <input type="checkbox"/>
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Assessor Signature **Date**

The signature confirms that I have submitted all my own work and agree with the assessment decision and feedback.

Learner Signature **Date**

