

Questions 1 to 4 relate to the data given below.

The following article about Cropton Manor Hotel recently appeared in a local Coventry newspaper with pictures of the hotel and gardens.

Cropton Manor Hotel, located 10 miles north of Coventry, has been run by the Jennings family for the last eight years. It has become a popular location for weekend weddings and, during the week, for business guests who use the conference rooms for meetings.

The grandeur of the old Manor House and the extensive grounds provide an ideal setting for wedding receptions. Couples now need to book up to one year in advance in order to ensure that they can use the facilities.

Cropton Manor Hotel is already listed in many of the top hotel and restaurant guides for the standard of its customer service and the excellence of its food. Currently it is converting the stables into additional rooms and improving the leisure facilities by constructing a large indoor swimming pool with steam room and sauna attached.

Figure 1

1. (a) (i) What type of promotion is the article shown as Figure 1?

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(ii) State **one** way this type of promotion helps the business.

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(2)

(b) (i) Identify **two** points in the article that are likely to be considered negative.

1

2

(ii) Why could each of the points you have indicated above be negative for the hotel?

1

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(4)

(Total 6 marks)

Q1

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2. Mary Jennings is responsible for marketing the hotel. With just a few months before the very popular spring season for marriages, Mary is thinking of producing her own video showing the facilities available for wedding receptions, the hotel, the grounds and short shots of actual wedding receptions.

(a) Describe how Mary can use this video for direct marketing.

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(2)

(b) Explain why the use of a video is likely to be an effective medium for promoting wedding receptions at the hotel.

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(4)

Making the video in the way that Mary has planned is likely to have certain constraints.

(c) (i) Identify **two** likely constraints.

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(2)

(ii) Why could each constraint have a negative effect on the planned promotion?

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(4)

(Total 12 marks)

Q2

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3

Turn over



3. Mary already places regular advertisements in the local Coventry Evening Telegraph and in the national specialist magazine, Bride.

Explain the **advantages** and **disadvantages** of using these two publications considering the services that the Hotel specialises in.

The Coventry Evening Telegraph

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(6)

Bride

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(6)

(Total 12 marks)

Leave blank

Q3



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4. Mary wants to know which has been the most effective type of promotion for her business customers. She researches this by comparing sales to business customers against the type of promotion.

(a) Explain why this method of research is likely to produce effective and reliable information.

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(4)

(b) How can Mary use this information to plan more effective future promotional activities?

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(2)

(Total 6 marks)

Q4



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Questions 5 to 7 relate to the data given below.

Handy Hours is a chain of convenience stores in towns and cities in the West and East Midlands. Two other chain stores also operate in the same areas, selling very similar products. The market is highly competitive and all three chains have a similar number of outlets and provide similar services, such as local deliveries.

Raj Patel, the Marketing Director for *Handy Hours*, has managed to get details of the media spend for his competitors' stores for the year 2005. Details of the main media spend for all three chains are shown in **Table 1**.

Media	Handy Hours	Mellows	The 16/7 Store
DIRECT MAIL	£2 141	£158	£0
DOOR DROPS	£6 692	£6 218	£6 523
INTERNET	£0	£109	£11 207
OUTDOOR	£1 106	£2 458	£10 620
PRESS	£11 849	£8 696	£34 072
RADIO	£141	£4 138	£161
TV	£10 105	£11 371	£15 797
Total	£32 034	£33 148	£78 380

Table 1

5. (a) (i) List **three** stages in the production of leaflets for door drop delivery.

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(ii) Describe how each stage would be done.

1
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(6)



<p>(b) Explain why door drop delivery is likely to be an effective method of promotion for this kind of business.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(6)</p> <p style="text-align: right;">(Total 12 marks)</p>	<p>Leave blank</p> <p style="text-align: center;">Q5</p> <div style="border: 1px solid black; width: 20px; height: 20px; margin: 0 auto;"></div>
<p>6. Over the last year <i>The 16/7 Store</i> chain has been taking sales away from <i>Handy Hours</i>. Raj thinks that this may be as a result of the media spend shown in Table 1.</p> <p>Explain what evidence there is in Table 1 to support Raj’s view about the cause of the falling sales.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(Total 6 marks)</p>	<p style="text-align: center;">Q6</p> <div style="border: 1px solid black; width: 20px; height: 20px; margin: 0 auto;"></div>



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7. Raj has been told that his budget for advertising will rise by £1 000 in 2006. Raj has decided to spend all this £1 000 on ambient advertising.

(a) (i) Identify a suitable example of ambient advertising for *Handy Hours*.

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(ii) Why would this example be appropriate for this business?

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(3)

(b) Justify whether or not ambient advertising is likely to be the best promotional use of the £1 000.

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(3)

(Total 6 marks)

Q7



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Questions 8 to 10 are based upon parts of real promotional campaigns that you have studied during your course.

8. Give an example of a business that has used sponsorship as a major part of its promotional strategy.

Name of business

(a) Outline the details of this sponsorship.

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(4)

(b) Explain how **this** sponsorship helps to enhance the public image of the business.

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(3)

(c) Explain **one** possible negative effect of **this** sponsorship.

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(4)

(Total 11 marks)

Q8



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9. Effective promotion needs to get through to the target audience. Using an example of moving image used by a business to advertise on television in the last year, answer the following questions.

Name of business and/or product being advertised on television.

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(a) Using details from your chosen advertisement, show how each of the following objectives were achieved:

(i) gaining attention

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(2)

(ii) stimulating interest

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(2)

(iii) creating desire

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(2)

(iv) achieving action

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(2)



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(b) Television advertisements, such as this one, are subject to constraints.

(i) State which body is responsible for setting the standards for television advertising.

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(1)

(ii) What powers does this body have over advertising by companies?

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(2)

(Total 11 marks)

Q9

PLEASE TURN OVER FOR QUESTION 10

11

Turn over



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10. Give an example of a business that has introduced a web-based method of promotion.

Name of the business

Type of goods/services offered on the web site

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(a) Explain the costs involved with creating **or** running this web site.

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(4)

(b) How does this business measure the effectiveness of its web site?

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(2)

(c) Show how you have gained information about this business's web site.

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(2)

Q10

(Total 8 marks)

TOTAL FOR PAPER: 90 MARKS

END

