

GCE Applied  
Edexcel GCE  
Business(6921)

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advancing learning, changing lives

Mark Scheme (Results)

# General guidance on marking

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Examiners should look for qualities to reward rather than faults to penalise. This does NOT mean giving credit for incorrect or inadequate answers, but it does mean allowing learners to be rewarded for answers showing correct application of principles and knowledge, and for critical and imaginative thinking. Examiners should therefore read carefully and consider every response; even if it is not what is expected it may be worthy of credit. The Principal Examiner or Team Leader should be consulted as necessary.

## Applying the mark scheme

- 1 In the first column the question is identified.
- 2 The second column identifies the expected answers to the question. The expected answers are not necessarily exhaustive and so professional judgement should be applied by the marker.
- 3 For some of the expected answers, example answers have been supplied to give additional guidance, particularly where the question allows for a wide range of response from the learner.
- 4 Each bullet point illustrates an alternative way of obtaining the mark(s).  
The use of a dash '-' indicates the separation of points made, to show where the marks lie. The use of an oblique '/' indicates an alternative point for the same mark.  
The use of underscore indicates that the word/phrase is drawn from the question and does not have marks directly allocated to it.
- 5 The third column identifies how the marks should be awarded.
- 6 (1) identifies the award of each mark.
- 7 The (6) or similar mark in the third column is the sub total allocated to that part of the question and is the same as the sub total which appears on the question paper.
- 8 The total mark for each question is in **Bold** at the bottom of each full question.

Where more extended answers are required from the learner, levels of response style instructions have been provided.

Mark Scheme 6921

Applied Business Unit 6: Investigating Promotion

For all questions, accept any reasonable answer if it is correct

Question	Expected Answer	Mark Allocation
1 (a)	(i) & (ii) <ul style="list-style-type: none"> <li>• Publicity - raises awareness in the local area.</li> <li>• Free publicity - no cost of promotion involved.</li> <li>• Press coverage - creating a positive image for the business.</li> </ul>	1 mark for type  1 mark for how it helps  (2 marks)
1 (b)	(i) & (ii) <ul style="list-style-type: none"> <li>• Booking up to one year in advance - may stop some couples from bothering to enquire.</li> <li>• Currently converting - couples may feel this will disrupt reception/disturb business meetings.</li> <li>• Constructing indoor swimming pools - may suggest current facilities are sub-standard.</li> </ul>	1 mark for each item  1 mark for why that may be negative  (1 + 1) x 2  (4 marks)
2 (a)	<ul style="list-style-type: none"> <li>• Marketing direct to the target market - send copy to any couples enquiring/post version on the hotel's website</li> </ul>	1 mark for showing understanding of the term (may be implied)  1 mark for method  (2 marks)
2 (b)	<ul style="list-style-type: none"> <li>• Visual - allows potential customers to see different aspects of the venue - can show other wedding guests enjoying themselves.</li> <li>• Shows a moving record - show what can be recorded - couples may be thinking about how they can record their own reception.</li> <li>• Can be edited - will then show the best aspects of the venue - couples will imagine that every part is as good as the best.</li> </ul>	1 mark for positive feature of a video (maximum 2 marks)  1 mark for why that makes it effective (maximum 2 marks)  (4 marks)
2 (c)	(i) & (ii) <ul style="list-style-type: none"> <li>• Time of the year - unlikely to get the best shots of the gardens - being planned in the winter.</li> <li>• Mary may not have skills to make the video - quality of the final video may be poor - Mary is planning to make it herself.</li> <li>• Will need couples permission to show footage of reception - may not be able to use the best ones - Mary has planned to use these as part of the video.</li> </ul>	1 mark for constraint  1 mark for negative effect  1 mark for why that comes from Mary's plan  (1 + 1 + 1) x 2  (6 marks)

Question	<u>Expected Answer</u>	Mark Allocation
3	<p data-bbox="368 264 740 297"><u>Coventry Evening Telegraph</u></p> <p data-bbox="368 297 520 331"><u>Advantages</u></p> <ul data-bbox="368 331 1062 533" style="list-style-type: none"> <li data-bbox="368 331 1062 432">• Attracts local people - 10 miles from Coventry - easy for local couples and their local guests to get to.</li> <li data-bbox="368 432 1062 533">• Likely to be fairly cheap - cost likely to be important - major other costs for new swimming pool etc.</li> </ul> <p data-bbox="368 533 555 566"><u>Disadvantages</u></p> <ul data-bbox="368 566 1062 678" style="list-style-type: none"> <li data-bbox="368 566 1062 678">• Only seen in Coventry area - manor house and extensive ground likely to have wider appeal - will only reach local people.</li> </ul> <p data-bbox="368 678 448 712"><u>Bride</u></p> <p data-bbox="368 712 520 745"><u>Advantages</u></p> <ul data-bbox="368 745 1062 981" style="list-style-type: none"> <li data-bbox="368 745 1062 880">• Specialist magazine/targeted at brides - Hotel caters for wedding receptions - future brides will see the advertisement as they check bridal wear, etc.</li> <li data-bbox="368 880 1062 981">• National - will reach a wider target market - may not be enough couples in Coventry prepared to pay for a large hotel reception.</li> </ul> <p data-bbox="368 981 555 1014"><u>Disadvantages</u></p> <ul data-bbox="368 1014 1062 1193" style="list-style-type: none"> <li data-bbox="368 1014 1062 1126">• Only deals with brides - businesses will not see the advertisement - main week day customers are business guests.</li> <li data-bbox="368 1126 1062 1193">• National - Hotel may be too far for many readers - advertisement will then be wasted.</li> </ul>	<p data-bbox="1090 297 1409 398">1 mark for each advantage (maximum 2 marks)</p> <p data-bbox="1090 432 1382 566">1 mark for how that relates to the service offered (maximum 2 marks)</p> <p data-bbox="1090 600 1445 701">1 mark for each disadvantage (maximum 2 marks)</p> <p data-bbox="1090 734 1382 869">1 mark for how that relates to the service offered (maximum 2 marks)</p> <p data-bbox="1090 902 1445 981">(Maximum for a one sided approach, 4 marks)</p> <p data-bbox="1090 1014 1337 1081">Repeat for second publication.</p> <p data-bbox="1297 1171 1445 1216"><b>(12 marks)</b></p>

Question	Expected Answer	Mark Allocation
4 (a)	<ul style="list-style-type: none"> <li>• Likely that the higher the sales the more effective the promotion - both sales and type come from business records - relies on what actually happened rather than opinion - will allow Mary to choose the best methods of promotion - increasing the best methods whilst reducing the worst should increase sales/reduce costs.</li> </ul>	<p>1 mark for recognition of the importance of the correlation (may be implied)</p> <p>1 mark for why this will produce reliable data (maximum 2 marks)</p> <p>1 mark for why the correlation is useful /effective (maximum 2 marks)</p> <p>(1+1+2) or (1+2+1)</p> <p style="text-align: right;"><b>(4 marks)</b></p>
4 (b)	<ul style="list-style-type: none"> <li>• Identify which method has attracted most customers - increase that type of promotional activity.</li> <li>• Increase the most popular method - these will be the ones that should attract most new customers.</li> </ul>	<p>1 mark for how it can be used (maximum 2 marks)</p> <p>1 mark for why this will be more effective.</p> <p style="text-align: right;"><b>(2 marks)</b></p>
5 (a)	<p>(i) &amp; (ii)</p> <ul style="list-style-type: none"> <li>• Design leaflet - done by in-house designer/contract with specialist firm.</li> <li>• Print leaflets - likely to be professionally done by specialist printer.</li> <li>• Fold leaflets - usually done by printer.</li> <li>• Make packs for delivery - numbers chosen on the target delivery area.</li> <li>• Distribute leaflets - hire distributors.</li> </ul>	<p>1 mark for stage</p> <p>1 mark for description of how it will be done</p> <p>(1 + 1) x 3</p> <p style="text-align: right;"><b>(6 marks)</b></p>
5 (b)	<ul style="list-style-type: none"> <li>• Each leaflet is separate - can be delivered to specific homes - these stores are local - delivering outside of the catchment area would be wasteful.</li> <li>• Can be used when required - will allow advertising to support special offers - convenience stores likely to have periodic offers - this is a highly competitive market.</li> <li>• Can include coupon, etc - will encourage recipients to keep the leaflets - coupons valid in the particular store - could act as a loss leader.</li> </ul>	<p>1 mark for feature of method (maximum 2 marks)</p> <p>1 mark for why that will promote business (maximum 2 marks)</p> <p>1 mark for why particularly suitable/effective for this kind of business (maximum 2 marks)</p> <p style="text-align: right;"><b>(6 marks)</b></p>

Question	Expected Answer	Mark Allocation
6	<ul style="list-style-type: none"> <li>• Total spend is less - £32,034 to £78,380 - less than half that of competitor - likely to be less impact from the advertising - highly competitive market so more advertising likely to be effective.</li> <li>• No internet spending - compared to £11,207 by The 16/7 Store - more people now checking web sites - details of offers/deals may gain more reaction from the public.</li> <li>• Much lower press spend - £11,849 to £34,072 - likely to be in local newspapers, etc - convenience stores are local so this is a major method of getting through.</li> </ul> <p>(NB candidates may approach this from 16/7 stores figures first)</p>	<p>1 mark for identifying basic cause (maximum 2 marks)</p> <p>1 mark for using supporting data from table (maximum 2 marks)</p> <p>1 mark for why that would lead to lower sales (maximum 2 marks)</p> <p style="text-align: right;"><b>(6 marks)</b></p>
7 (a)	<p>(i) and (ii)</p> <ul style="list-style-type: none"> <li>• Advert on delivery van - will be seen as van drives round - delivery is part of the service offered so should have good exposure.</li> <li>• Adverts on local petrol pumps - will be seen by drivers as they fill up - most people fill up their cars fairly regularly.</li> <li>• Advert on grass at local sports events - spectators see image through much of the event - can be targeted locally.</li> </ul> <p>(Many suitable examples may be given)</p>	<p>1 mark for example</p> <p>1 mark for how it works as promotion</p> <p>1 mark for why appropriate for this type of business</p> <p style="text-align: right;"><b>(3 marks)</b></p>
7 (b)	<ul style="list-style-type: none"> <li>• Ambient is growing in popularity - the target audience is wanting something different - this should help to raise awareness/interest.</li> <li>• The business has no internet presence - that is likely to have more impact than ambient - need to compete with the heavy internet commitment by <i>The 16/7 Store</i>.</li> </ul>	<p>1 mark for feature</p> <p>1 mark for why that supports/does not support use of ambient media</p> <p>1 mark for justification</p> <p style="text-align: right;"><b>(3 marks)</b></p>

Question	Expected Answer	Mark Allocation
8 (a)	<p>(Red Bull's sponsorships of F1 have been used as an example for question 8.)</p> <ul style="list-style-type: none"> <li>• Sponsoring race cars in Formula 1 - payments made for running the Red Bull Racing Team - Red Bull bought out Jaguar - Moved up from Formula 2000 - Employing well known drivers (Coulthard, Klien) - suggested \$400 million investment.</li> </ul>	<p>1 mark for who or what was sponsored</p> <p>1 mark for the basic nature of the sponsorship</p> <p>1 mark for details such as amount, duration, (maximum 2 marks)</p> <p style="text-align: right;"><b>(4 marks)</b></p>
8 (b)	<ul style="list-style-type: none"> <li>• Shows support for something outside of the business - F1 has a very high profile - shown around the world every 2 to 3 weeks in the season.</li> <li>• Sponsorship provides additional money - Red Bull seen as helping ailing business - protected 304 Jaguar staff at Milton Keynes.</li> </ul>	<p>1 mark for basic general reason</p> <p>1 mark for reference to image created by this sponsorship (maximum 2 marks)</p> <p style="text-align: right;"><b>(3 marks)</b></p>
8 (c)	<ul style="list-style-type: none"> <li>• Negative associations - Red Bull is on the side of the car so a retirement is seen as a Red Bull's retirement - poor results may make firm look like a loser - quality of car may be associated with quality of product.</li> <li>• May lose Red Bull money - Red Bull are paying for the F1 team - running an F1 team is a very expensive on-going cost - cars, drivers, etc, are very expensive/indication of the costs.</li> </ul>	<p>1 mark for basic negative effect</p> <p>1 mark for why this comes from the sponsorship</p> <p>1mark for explaining the chosen negative effect (maximum 2 marks)</p> <p style="text-align: right;"><b>(4 marks)</b></p>

Question	Expected Answer	Mark Allocation
9 (a)	<p>(Example given for Vauxhall Million Mile drive advertisement)</p> <p><u>(i) Attention</u></p> <ul style="list-style-type: none"> <li>• Wide angle shots of car driving through countryside - Visually appealing so catches attention.</li> </ul> <p><u>(ii) Interest</u></p> <ul style="list-style-type: none"> <li>• Uses different shots with carefully selected words - make viewer interested by linking image to words.</li> </ul> <p><u>(iii) Desire</u></p> <ul style="list-style-type: none"> <li>• Shows woman caressing the steering wheel - makes viewer want to feel the effect of driving as well.</li> </ul> <p><u>(iv) Action</u></p> <ul style="list-style-type: none"> <li>• Million mile drive offer - action will be taking a trial drive to experience the car.</li> </ul>	<p>1 mark for appropriate detail</p> <p>1 mark for why that leads to the effect</p> <p>(1 + 1) x 4</p> <p style="text-align: right;"><b>(8 marks)</b></p>
9 (b)	<p>(i) &amp; (ii)</p> <ul style="list-style-type: none"> <li>• Ofcom/ASA - will deal with complaints - removal of extreme adverts will be requested</li> <li>• Ofcom/BCAB - responsible for setting advertising standards - code is voluntary so does not have to be followed/most business do follow the code.</li> </ul>	<p>1 mark for naming the organisation</p> <p>1 mark for responsibility/role</p> <p>1 mark for stating the power</p> <p style="text-align: right;"><b>(3 marks)</b></p>



Question	<u>Expected Answer</u>	Mark Allocation
10 (a)	<p><u>Creating</u></p> <ul style="list-style-type: none"> <li>• Designing of web site - needs to look professional/work properly - may need to pay for specialist designer.</li> <li>• Paying for web space/provider/name - customers will access site through this provider - business may not have resources to create it own ISP.</li> </ul> <p><u>Running</u></p> <ul style="list-style-type: none"> <li>• Updating web site - this will take staff time which needs to be paid for - business needs to show customers that it is up-to-date/needs to highlight current offers.</li> <li>• Cost of broadband, etc - charges are made for every year of connection - business needs to have the internet access each year because customers expect this - if it was phased out customers might go elsewhere.</li> </ul>	<p>1 mark for item of cost (maximum 2 marks)</p> <p>1 mark for why this is needed (maximum 2 marks)</p> <p style="text-align: right;">(4 marks)</p>
10 (b)	<ul style="list-style-type: none"> <li>• Web counter - will record how many hits the site has received.</li> <li>• Order taken through site - this will allow business to compare with other methods of sales.</li> </ul>	<p>1 mark for stating method</p> <p>1 mark for how this measures effectiveness</p> <p style="text-align: right;">(2 marks)</p>
10 (c)	<ul style="list-style-type: none"> <li>• Visited the web site - checked how this was set up/checked effects against other web sites.</li> </ul>	<p>1 mark for basic description</p> <p>1 mark for showing good depth of research</p> <p style="text-align: right;">(2 marks)</p>