

Questions 1 to 3 relate to the data given below.

Figure 1

Paris Travel Service, part of the BCT Travel Group, produces a 50 plus page glossy brochure with details of short breaks and hotel accommodation in Paris. This is available for customers to pick up in major travel agents and by ordering the brochure direct from the company.

The brochure provides full details of prices for travel and accommodation, showing the rates for different times of the year. Prices have a ‘no surcharge’ guarantee once a booking is confirmed. Each of the 150 plus hotels is illustrated with one or two colour photographs and a short description that emphasises its positive points. The brochure gives details of special offers for the hotels and a map of Paris showing where the hotel is located as well as major points of interest that are close by. Details and colour photographs of excursions and other attractions, such as the Moulin Rouge, are also provided.

On the final pages the brochure gives full details of how to make bookings, the booking conditions and the holiday insurance offered through the company.

1. When businesses advertise through brochures they usually have two main objectives. These are, to provide customers with information and to persuade customers to buy their product.

(a) (i) Identify **one** detail from **Figure 1** that is mainly trying to meet the objective of providing information.

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(1)

(ii) Why would customers benefit from having this information?

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(2)



(b) (i) Identify **one** detail from **Figure 1** that is mainly trying to meet the objective of persuading customers to use this business for a trip to Paris.

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(1)

(ii) Why would this persuasive detail encourage customers to buy their holiday from Paris Travel Service?

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(3)

(Total 7 marks)

Q1



2. Using a brochure that can be picked up at a travel agent and taken away has benefits and drawbacks for potential customers and for Paris Travel Service.

(a) Explain the likely benefits for potential customers.

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(6)

(b) Explain the likely drawbacks for Paris Travel Service.

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(6)

(Total 12 marks)

Q2

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3. In the brochure Paris Travel Service offers customers £50 off second and subsequent holidays if they are also booked with the business and taken within the same year. This offer requires the cost of the original Paris holiday and any other holiday to be at least £350 each. However, the second, and subsequent holidays, can be taken in Paris, the Disneyland Resort, Amsterdam, Belgium or Switzerland.

(a) What type of promotion is this?

..... **(1)**

(b) Evaluate how effective this promotion is likely to be in terms of increasing sales for Paris Travel Service.

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(10) **Q3**

(Total 11 marks)

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Questions 4 to 7 relate to the data given below.

Gangster’s Paradise is a band of four college students who have been playing in pubs and clubs for the past two years. They arrange short UK tours in their holidays. For the promotion of these tours and sales of tickets they rely upon

- the venues at which they play
- the band’s website.

The website gives details of future gigs, dates and venues, information about the band members, their discography and sample tracks which can be downloaded free.

4. (a) State how the band uses audio media for promotion on its website.

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(1)

(b) Explain why audio media is a particularly appropriate method of promoting the band.

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(3)

(Total 4 marks)

Q4



5. (a) Assess the benefits and drawbacks for the band of relying on the venues where it will play to promote its tour gigs.

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(6)

(b) (i) Describe **one** method of promotion that a pub or club venue is likely to use to promote the band.

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(3)

(ii) Explain why this method is likely to be effective in promoting the band to the target audience.

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(4)

(Total 13 marks)

Q5

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The band also plays in a number of venues during term time in the city where the band members are studying. For these gigs they produce their own posters and display them in prominent positions around the city.

6. (a) (i) Identify **three** legal constraints that will apply to these posters.

- 1
- 2
- 3

(3)

(ii) For each constraint state why it is necessary.

- 1
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- 2
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- 3
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(3)

(b) Assuming that the band had been granted consent to display their posters, explain **one** ethical consideration that the band should consider when putting them up.

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(3)

(Total 9 marks)

Q6



7. In order to evaluate how successful the two types of promotion have been the band needs to compare the effectiveness of the promotions used by the venues with its own promotions through its website.

Suggest and justify **one** way in which the band could carry out this comparison.

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(Total 4 marks)

Q7



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 **real** business that has used the radio as a major part of its advertising strategy.

- (a) Name of business
 - Product or service being advertised
 - Radio station on which it was being advertised
- (1)**

(b) (i) List **three** techniques used in this advertisement that should attract customers to listen to it.

- 1
 -
 - 2
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 - 3
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- (3)**

(ii) For each technique you have listed above show how this helps to attract the listeners' interest in the advertisement **or** in the product being advertised.

- 1
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 - 2
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 - 3
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- (6)**

(Total 10 marks)

Q8

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9. To be effective promotion needs to get through to the target audience. Using an example of a product, produced by a **real** business, that is targeted towards **children under the age of 10**, answer the following questions.

Name or description of the product, and the name of the business.

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(a) Describe the way in which this product is being promoted.

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(3)

(b) Explain why this way of promoting is effective for the age group it is intended for.

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(3)

(c) Assess what elements are in the promotion, or should be added to it, in order to ensure that the product also appeals to the parents.

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(4)

(Total 10 marks)

Q9

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10. From your research identify a **real national** business that has attempted to change its image in the last few years.

Name of the business

Type of goods/services offered

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(a) Give details of what change in the image was intended.

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(2)

(b) Describe how the business used promotion to help change its image.

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(4)

(c) Identify what research the business should carry out to test the effectiveness of this promotion in terms of changing its image.

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(4)

Q10

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(Total 10 marks)

TOTAL FOR PAPER: 90 MARKS

END

