

GCE Applied
Edexcel GCE
Business(6921)

June 2006

advancing learning, changing lives

Mark Scheme (Results)

General guidance on marking

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.

6921 - Investigating Promotions
June 2006 Mark scheme

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

AOs	Mark Allocation	Exemplar responses
Q1a (i) & (ii)	(i) Identify <u>one</u> detail from Figure 1 that is mainly trying to meet the objective of providing information. (ii) Why would customers benefit from having this information?	
<u>AO1</u> MB1=1 MB2=1 <u>AO2</u> MB1=1	1 mark for detail that provides information 1 mark for benefit 1 mark for why benefit comes from the information 3 marks	<ul style="list-style-type: none"> Prices for accommodation - can choose a hotel that they can afford - will know the prices and can make the right choices - all prices are listed for different times of year. Map of Paris - can choose a hotel near places they wish to visit - map shows location of hotel and attractions. Details of holiday insurance - customers can choose if they want this insurance - full details are given so comparisons can be made with other insurance providers.
Q1b (i) & (ii)	(i) Identify <u>one</u> detail from Figure 1 that is mainly trying to meet the objective of persuading customers to use this business for a trip to Paris. (ii) Why would this persuasive detail encourage customers to buy their holiday from Paris Travel Service?	
<u>AO1</u> MB1=1 MB2=2 <u>AO2</u> MB1=1	1 mark for detail that shows persuasion 1 mark for each feature of that detail which explains the persuasion 4 marks	<ul style="list-style-type: none"> Use of photographs to show attractions - customers can see the attractions - they are in colour - will know what is being offered and hence use the business. Hotels shown with two photographs - shows quality of hotel/rooms - also emphasises positive points - will attract customers to use the business. No surcharge guarantee - customers will know what they are paying - can plan full cost of holiday - will be more attractive than using businesses where surcharges are possible. Special offers - customers will feel they are getting something additional/discounts on holidays - will be encouraged to find out what these are - if significant they might be persuaded to buy a holiday.
Q 2 (a)	Explain the likely benefits for potential customers.	
<u>AO1</u> MB1=2 MB2=1 <u>AO2</u> MB1=1 MB2=1 MB3=1	1 mark for identifying benefit for potential customer (maximum 2 marks) 1 mark for explaining/elaborating on benefit (maximum 2 marks) 1 mark for why this comes from having a brochure available (maximum 2	<ul style="list-style-type: none"> Can take the brochure away - can read it at leisure - no pressure from sales staff - allows more time to make up ones mind as one has the brochure to refer to. Allows time to read all the details - there is a great deal of information to read - over 50 pages - over 150 hotels - the brochure contains all the details needed. Customers have a hard copy - can refer to this when making booking - can plan out all major costs for the holiday with family/partner - they may not have been able to visit travel agent - all details are written down. Contains more information than other promotions - will allow customers to find all the details they want - for example on. Hotels, prices, booking condition and

	marks) 6 marks	insurance - this is a 50 plus page brochure. <ul style="list-style-type: none">• Can ask the travel agent questions - some parts of the brochure may be complicated - may not understand how the special offers work - will be in the travel agents to pick up the brochure.
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AOs	Mark Allocation	Exemplar responses
Q 2 (b)	Explain the likely drawbacks for Paris Travel Service.	
<p><u>AO1</u> MB1=1 MB2=2</p> <p><u>AO2</u> MB1=1 MB2=1 MB3=1</p>	<p>1 mark for identifying drawback for business (maximum 2 marks)</p> <p>1 mark for explaining/elaborating on drawback (maximum 2 marks)</p> <p>1 mark for why this comes from having a brochure available (maximum 2 marks)</p> <p style="text-align: right;">6 marks</p>	<ul style="list-style-type: none"> • Costly - brochure needs to be produced - 50 plus pages - glossy production - customers may take brochure but not book a holiday - needs to include all information as customers are not in the travel agents to ask questions. • May be picked up by people who are not potential customers - students studying Travel and Tourism - not planning to take a holiday - displayed in travel agents for anyone to pick up. • Potentially out of date - prices may change - as with rising fuel prices - the brochure has to be produced in advance - covers different times of year in the future. • Lot of competition - would need to stand out - could add to the cost to make the cover highly visible - likely to be displayed with other brochures.
Q 3(a)	What type of promotion is this?	
<p><u>AO1</u> MB1=1</p>	<p>1 mark for type of promotion</p> <p style="text-align: right;">1 mark</p>	<ul style="list-style-type: none"> • Sales promotion • Special offer • Discount • Loyalty bonus
Q 3(b)	Evaluate how effective this promotion is likely to be in terms of increasing sales for Paris Travel Service.	

<p><u>AO1</u> MB1=1 MB2=1</p>	<p>1 mark for identifying point that make sales more likely (maximum 2 marks)</p>	<p><u>More sales</u></p> <ul style="list-style-type: none"> • Additional holidays will be cheaper - £50 reduction offered - make customers feel they are getting a bargain • Other locations available - customers may not want to visit Paris again - alternative and cheaper holidays will attract them to the business. • The offer is for the whole year - many people take second holidays - this can now be had at a reduced price.
<p><u>AO2</u> MB1=1 MB2=1</p>	<p>1 mark for explaining how/why that makes sales more likely (maximum 2 marks)</p>	
<p><u>AO4</u> MB1=4 MB2=1 MB3=1</p>	<p>1 mark for identifying a limitation in the offer (maximum 2 marks)</p>	<p><u>No more sales</u></p> <ul style="list-style-type: none"> • Holidays have to cost £350 or more - many people may feel that is too much for a second holiday - may want a cheaper second holiday. • Have to be taken in the same year - customers may be booking holidays for November or December - no time for another holiday. • Only five areas are available - customers may want a second holiday in Spain/England - the offer will not cover these. • Paris Travel Service only deals with Paris - Additional sales may be for other destinations - PTS sales might not be affected by the promotion.
	<p>1 mark for explaining how/why that is unlikely to affect sales (maximum 2 marks)</p>	
	<p>1 mark for a reasoned conclusion (maximum 2 marks)</p>	
	<p>1 mark for clear reference to sales in the conclusion</p>	<p><u>Conclusion</u></p> <ul style="list-style-type: none"> • Making the offer if it is not taken up costs PTS nothing - if it is taken up the £350 should cover the £50 offer - any take up will increase sales/not lose profit. • Sales for BCT Group are likely to rise - but sales for PTS may not rise - unless 2nd holiday is in Paris/unless more people buy a Paris holiday to benefit.
	<p>10 marks</p>	

AOs	Mark Allocation	Exemplar responses
Q 4(a)	State how the band uses audio media for promotion on its website.	
<u>AO1</u> MB1=1	1 mark for how audio is used 1 mark	<ul style="list-style-type: none"> • Sample tracks. • Downloads.
Q 4(b)	Explain why audio media is a particularly appropriate method of promoting the band.	
<u>AO1</u> MB1=1 <u>AO2</u> MB1=1 MB2=1	1 mark for feature of the use of audio 1 mark why that is appropriate for promoting the band (maximum 2 marks) 3 marks	<ul style="list-style-type: none"> • People can listen to the tracks - this allows potential customers to sample the music - if they like it they may buy albums/attend gigs. • Provides a sample of the band's type of music - people will decide if they like it - gigs likely to be attended by enthusiastic fans.
Q 5(a)	Assess the benefits and drawbacks for the band of relying on the venues where it will play to promote its tour gigs.	
<u>AO2</u> MB1=1 MB2=1 MB3=1 <u>AO4</u> MB1=1 MB2=1 MB3=1	1 mark for stating a benefit (maximum 2 marks) 1 mark for explaining why that comes from the venues promoting (maximum 2 marks) (maximum 3 marks for benefits) 1 mark for stating a drawback (maximum 2 marks) 1 mark for explaining why that comes from the venues promoting (maximum 2 marks) (maximum 3 marks for drawbacks) 6 marks	<u>Benefits</u> <ul style="list-style-type: none"> • Cost of promoting the band is the venue's - reduces costs/increases profits for the band - will not need to advertise nationally. • Venue can choose type of promotion that is most appropriate for its customers - the band may not know what this is - targeting is likely to be better. • Potentially wider fan base - this provides the public with live performances - fans can see and well as hear the band which will have more impact. <u>Drawbacks</u> <ul style="list-style-type: none"> • Band will not be in control of promotion - the wrong kind of promotion may be used - potential customers may be put off/not informed. • Venues are likely to have many bands visiting - may not push Gangster's Paradise particularly hard - may attract less customers than if they promoted themselves forcefully. • Could create a negative image of the band - some venues are small/have a poor reputation - band could be associated with this because they play there.
Q 5 (b)(i)	Describe <u>one</u> method of promotion that a pub or club venue is likely to use to promote the band.	
<u>AO1</u> MB1=1 <u>AO2</u> MB1=2	1 mark for identifying a suitable method 1 mark for each point of description in terms of appearance, location, volume, etc (maximum 2 marks) 3 marks	(Many different methods would be appropriate) <ul style="list-style-type: none"> • Posters of the band - displayed in the pub/club - providing details of time, ticket prices, etc. • Leaflets - distributed in the local area - the week before the band is due to play.

AOs	Mark Allocation	Exemplar responses
Q5(b)(ii) Explain why this method is likely to be effective in promoting the band to the target audience.		
<p><u>AO1</u> MB1=1</p> <p><u>AO2</u> MB1=1</p> <p><u>AO4</u> MB2=1 MB3=1</p>	<p>1 mark for identifying the target audience (may be implied)</p> <p>1 mark for explaining why the method or the way it is used is effective or that audience (maximum 3 marks)</p> <p style="text-align: right;">4 marks</p>	<p><u>Posters</u></p> <ul style="list-style-type: none"> • People who use the pub may see the poster - it will display details of prices, time, etc - it is in the pub all the time so it will remind people each time they are there - it is at the venue so bar staff could answer additional queries. <p><u>Leaflet</u></p> <ul style="list-style-type: none"> • People in the local area - distribution can be limited geographically - people can be targeted who will be able to travel to the pub easily - leaflet gives them a hard copy to remind them of time, day, etc. <p>(The method explained here must be the same one as that used in (i) above)</p>
Q6 (a) (i) &(ii) (i) Identify three legal constraints that will apply to these posters. (ii) For each constraint state why it is necessary.		
<p><u>AO1</u> MB1=2 MB2=2 MB3=2</p>	<p>1 mark for each distinct legal constraint applied to posters</p> <p>1 mark for stating why this is necessary</p> <p>(1+1) x 3</p> <p style="text-align: right;">6 marks</p>	<ul style="list-style-type: none"> • The advertisement must not be deceptive - people may be persuaded to do things that they do not want to do. • A wrong low price cannot be put on the advertisement - may encourage people to the venue and pay the full price under false pretences. • If what is being offered by the band, e.g., how long they will be playing for is untrue - people will be receiving less than they thought they were paying for. • Must not obscure official road signs - so that road users can see and react to signs. • Must be kept clean and tidy - so that they do not make the environment look bad. • Displaying posters without consent/fly posting - to stop posters being put up everywhere. • Race Relations Act - to stop material being displayed that would insight racial hatred. • Trade Descriptions Act - to prevent misleading claims about the band that would negatively influence potential customers.
Q6 (b) Assuming that the band had been granted consent to display their posters, explain <u>one</u> ethical consideration that the band should consider when putting them up.		
<p><u>AO1</u> MB3=1</p> <p><u>AO2</u> MB1=1 MB2=1</p>	<p>1 mark for identifying an ethical consideration</p> <p>1 mark for explaining why this consideration needs to be considered (maximum 2 marks)</p> <p style="text-align: right;">3 marks</p>	<ul style="list-style-type: none"> • Not putting posters over other posters - this unfairly stops the other message - could lead to retaliation. • Not putting them where they will be unsightly - this reduce other people's enjoyment of the area - may have a negative effect on the band if there are public objections. • Not using images that might offend people - the posters will be seen by a wide range of people - the band should consider how different people might be affected by the images.

AOs	Mark Allocation	Exemplar responses
Q7	Suggest and justify <u>one</u> way in which the band could carry out this comparison.	
<u>AO1</u> MB3=1 <u>AO3</u> MB2=2 MB3=1	1 mark for way 1 mark for explaining how this will compare (maximum 2 marks) 1 mark for justifying why it will effectively distinguish (maximum 2 marks) 4 marks	<ul style="list-style-type: none"> • Check ticket sales - these are being sold through venues and the website - this will provide comparative sales data - should help to show which is more effective. • Conduct market research with people attending gigs - can find out which promotion attracted them - will provide quantitative data - should allow assessment of which is most effective. • Use only one method for a gig - see how sales are affected - drop in sales may indicate loss of other method - this should indicate how important it is.
Q8(a)	Give an example of a <u>real</u> business that has used the radio as a major part of its advertising strategy.	
<u>AO1</u> MB1=1	1 mark for full details 1 mark	(The example for Q8 has been taken from a Kestrel FM advertisement) <ul style="list-style-type: none"> • Wisink, stationery, Kestrel FM.
Q8(b)(i) &(ii)	(i) List <u>three</u> techniques used in this advertisement that should attract customers to listen to it. (ii) For each technique you have listed above show how this helps to attract listeners' interest in the advertisement <u>or</u> in the product being advertised.	
<u>AO2</u> MB2=1 MB3=2 <u>AO3</u> MB1=3 MB2=2 MB3=1	1 mark for distinct technique 1 mark detail of technique 1 mark for how that attracts listeners (1 + 1 + 1) x 3 9 marks	<ul style="list-style-type: none"> • Use of music in background - Kestrel is a music station - helps to make advertisement seem part of the programme. • Use of voice over - made to sound like Tom Baker (Dr Who) - a respected actor so people will take what he say seriously. • Emphasis on attractive prices - lower than competitors - customers feel they are being offered a bargain.

AOs	Mark Allocation	Exemplar responses
Q9(a) Describe the way in which this product is being promoted.		
<u>AO1</u> MB1=1 <u>AO2</u> MB1=1 <u>AO3</u> MB1=1	1 mark for identifying way of promoting 1 mark for describing main features/ details (maximum 2 marks) 3 marks	(The example for Q9 is taken from McDonald's Kidszone - promoting kids meals and parties) <ul style="list-style-type: none"> • Kidszone on the McDonald website - a range of activities and connections provided - pictures and written instructions used.
Q9(b) Explain why this way of promoting is effective for the age group it is intended for.		
<u>AO2</u> MB1=1 <u>AO3</u> MB1=1 <u>AO4</u> MB1=1	1 mark for feature that will attract age group (maximum 2 marks) 1 mark for explain why it will be attractive/effective (maximum 2 marks) 3 marks	<ul style="list-style-type: none"> • Website is interactive - kids get reactions from clicking on icons - all pages highlight the fun side of McDonald. • Website includes games - these will attract kids to play - may compete and talk about the site. • Birthday party section - provides scrolling congratulations - kids will want to see their names shown on their birthday/want to have their party at McDonald.
Q9(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.		
<u>AO1</u> MB3=1 <u>AO3</u> MB2=1 <u>AO4</u> MB2=1 MB3=1	1 mark for element (maximum 2 marks) 1 mark for why parent would want them included (maximum 2 marks) 4 marks	<ul style="list-style-type: none"> • The song encourages thinking about healthy eating - parents will want their children to have a balanced diet - not just the typical fast food products. • More educational games - games are fun based - parents would like their children to be learning at the same time.

AOs	Mark Allocation	Exemplar responses
Q10(a)	Give details of what change in the image was intended.	
AO1 MB1=2	1 mark for original image and 1 mark for new image or 1 mark for each point of change in the image 2 marks	(The example for Q10 is taken from Marks & Spencer) <ul style="list-style-type: none"> • For clothes a rather old fashioned middle aged image - more trendy women's ware to appeal to a wider age range. • For clothes a change to provide luxury products for lower prices - increase flexibility to meet changing fashions.
Q10(b)	Describe how the business used promotion to help change its image.	
AO1 MB3=1 AO2 MB1=2 MB2=1	1 mark for identifying promotion 1 mark for details of promotion (maximum 2 marks) 1 mark for why it would change the image (maximum 2 marks) 4 marks	<ul style="list-style-type: none"> • Use of well known models in its advertisements - Twiggy, Erin O'Connor, Laura Bailey, Noemie Lenoir - advertisements displayed in store, on TV and on website - customers will want to identify with the models - models cover a wide age range.
Q10(c)	Identify what research the business should carry out to test the effectiveness of this promotion in terms of changing its image.	
AO3 MB1=2 MB2=1 MB3=1	1 mark for suitable method of research 1 mark for details of why will be tested 1 mark for how it will allow the business to assess the effectiveness of the promotion (maximum 2 marks) 4 marks	<ul style="list-style-type: none"> • Use focus groups - ask customers how they feel about the new image and how it is being promoted - focus groups were used to identify the original image problem - groups likely to produce equally valid comments about the promotions. • Check sales against promotions - sales should be checked immediately after each specific promotion - should be able to identify any correlation - should then identify which/when is the most effective promotion.

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Content area distribution

Question	Content area				Total
	6.1	6.2	6.3	6.4	
1 (a)	3				3
1 (b)	4				4
2 (a)		6			6
2 (b)		6			6
3 (a)	1				1
3 (b)	2	2		6	10
4 (a)		1			1
4 (b)		3			3
5 (a)	2			4	6
5 (b) (i)	1	2			3
5 (b) (ii)		2		2	4
6 (a)			6		6
6 (b)			3		3
7				4	4
8 (a)		1			1
8 (b)		3			3
8 (c)	3	3			6
9 (a)		3			3
9 (b)	1	1		1	3
9 (c)	2	1		1	4
10 (a)	2				2
10 (b)		4			4
10 (c)	1			3	4
Total	22	38	9	21	90
Target	22	38	9	21	90

Question	AO1: Band equivalent			AO2: Band equivalent			AO3: Band equivalent			AO4: Band equivalent			
	1	2	3	1	2	3	1	2	3	1	2	3	
1 (a)	1	1		1									3
1 (b)	1	2		1									4
2 (a)	2	1		1	1	1							6
2 (b)	1	2		1	1	1							6
3 (a)	1												1
3 (b)	1	1		1	1					4	1	1	10
4 (a)	1												1
4 (b)	1			1	1								3
5 (a)				1	1	1				1	1	1	6
5 (b) (i)	1			2									3
5 (b) (ii)	1			1							1	1	4
6 (a)	2	2	2										6
6 (b)			1	1	1								3
7			1					2	1				4
8 (a)	1												1
8 (b)					1	2	3	2	1				9
9 (a)	1			1			1						3
9 (b)				1			1			1			3
9 (c)						1		1			1	1	4
10 (a)	2												2
10 (b)			1	2	1								4
10 (c)							2	1	1				4
Total	17	9	5	15	8	6	7	6	3	6	4	4	90
Target													
If Top	18	12	6	16	8	7	9	8	5	10	4	4	
Top		36			31			22			18		
Bottom		27			22			14			9		
If Bottom	13	9	5	11	6	5	6	5	3	5	2	2	
Mark Bands	1	2	3										
Balance	45	27	18	90									
Target	45	27	18	90									

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