



Questions 1 to 4 relate to the business described below.

**Figure 1**

*Angst* is a rapidly expanding United Kingdom (UK) business which manufactures and retails cosmetics products for both women and men. It considers itself as one of the leaders in the field and frequently brings out new and innovative ranges.

The retail sales are made through ‘concessions’, located inside well known department stores and major clothing chains. Concessions are agreements between businesses where one business allows another business to use part of its selling space to sell the other business’s products. *Angst*’s staff work at their own counters selling only *Angst* cosmetics.

The Marketing Department understands the importance of promotion in achieving the two main objectives of the business. These are to:

- enhance the image of the company and its products
- expand into all parts of the UK and then into the European Union (EU).

1. *Angst* has a very active public relations (PR) campaign, which includes press releases and press conferences.

(a) State **two other** examples of PR that *Angst* could use.

1 .....

2 ..... (2)

(b) Explain how using PR should help to achieve the main objectives of the business.

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(5)



(c) Considering the nature of *Angst's* business and the way it sells its products, why is it likely to make use of press releases?

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(5)

(Total 12 marks)

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Q1



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2. In its UK advertising *Angst* uses pictures of glamorous models using the cosmetics. Products aimed at women use pictures of female models and products aimed at men use pictures of male models.

(a) (i) Identify the legislation *Angst* would need to check to ensure that it is not breaking the law by using the pictures in this way.

..... (1)

(ii) Why is it unlikely that *Angst* would be breaking the law by using the pictures for advertising in this way?

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..... (3)

(b) Assess whether there would or would not be any constraints if the same advertisements were used as *Angst* expanded into the EU.

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(Total 12 marks)

Q2

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3. Recently *Angst* has started to use the following methods of promotion:

- colourful advertisements with pictures of models on paper serviettes (napkins), which *Angst* provides free to local coffee shops
- pop-ups, which *Angst* pays the department stores and clothing chains to include on their websites.

The pictures on the serviettes have a border around the edge which shows the company colours of pink and black.

(a) Give **two** reasons why *Angst* would include these colours on the serviettes.

1 .....

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2 .....

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(2)

(b) Identify **three** stages that *Angst* will need to go through in order to produce and place the pop-ups on the websites of the department stores and the major clothing chains.

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(3)



(c) Explain why the serviette advertising is ambient advertising but the pop-ups are not ambient advertising.

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(6)

(Total 11 marks)

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Q3



4. Some of *Angst*'s products are aimed specifically at the 16–21 age range.

Select either the serviettes campaign or the pop-ups campaign and evaluate if it is likely to be effective for this age range.

Campaign selected .....

Evaluation .....

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**(Total 6 marks)**



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**Q4**



M 2 6 1 8 2 A 0 7 1 6

Questions 5 to 7 relate to the information given below.

	<h1>Galangal</h1> <p><i>Thai Cuisine</i></p> <p>VOTED THE BEST AND LARGEST THAI RESTAURANT IN BASINGSTOKE</p> <p>FULLY AIR CONDITIONED</p> <p><b>Warm friendly relaxed atmosphere</b></p> <p>Awarded Good Food Award</p> <hr/> <p><u><i>Not only traditional favourites but Thai specials</i></u></p> <p><u><i>Celebrate Valentines day, excellent choice of menu</i></u></p> <p><u><i>To avoid disappointment book early</i></u></p> <p><u><i>Free home delivery service available in Basingstoke (5 mile radius)</i></u></p> <p>Tel: 01256 418350</p>	
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5. (a) (i) State which part of the advertisement is specifically designed to achieve action by potential customers.

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..... (1)

(ii) Why is this part of the advertisement likely to have the effect of achieving action?

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.....  
..... (2)







<p>(b) Explain how the advertisement is designed to attract attention.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(3)</p> <p style="text-align: right;"><b>(Total 6 marks)</b></p>	Leave blank
	Q5



M 2 6 1 8 2 A 0 9 1 6





<p>6. This advertisement was placed on the back page of the <i>Basingstoke Observer</i>, which is a free newspaper. The paper has a circulation of 20,585 copies per week (July 05/Jan 06) accredited by The Audit Bureau of Circulations (ABC).</p> <p>(a) State the importance to the <i>Basingstoke Observer</i> of having its circulation accredited.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(2)</p> <p>(b) Discuss the benefits to the <i>Galangal</i> restaurant of using this free newspaper to advertise its business.</p> <p>.....</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 8 marks)</p>	<p>Leave blank</p> <p style="text-align: center;">Q6</p> <p style="border: 1px solid black; width: 20px; height: 20px; margin: 0 auto;"></p>
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7. The *Galangal* restaurant needs to find out whether advertising in the *Basingstoke Observer* is effective for promoting the business.

Discuss the methods of research the *Galangal* restaurant could use to find out if its advertising in the *Basingstoke Observer* has been effective.

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Q7

(Total 5 marks)



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

8. With reference to a **real** business, which you have studied that has successfully used a **national** glossy magazine as a major part of its advertising strategy, answer the following questions.

(a) Name of business/product .....  
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Name of the magazine .....  
When the advertisement was placed .....  
Who the target population/audience was .....  
..... (2)

(b) (i) Give **one** limitation for the business of advertising in this magazine.  
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(ii) State the effect of that limitation on how it carries out its promotion.  
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..... (2)

(c) Explain the elements of the advertisement that made it successful as a method of communicating with the target audience.  
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..... (6)

(Total 10 marks)

Q8



9. With reference to **one** cinema advertisement that you have seen or studied, which uses the benefits of moving image, answer the following questions.

(a) Name and description of the product being advertised

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Which cinema it was being advertised in .....

Who the target population/audience was .....

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(2)

(b) Use details from the advertisement to explain how **moving image** was used to create interest.

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(3)

(c) Use details from the advertisement to explain how it provided information about the product.

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(3)



(d) Describe why cinema advertising often does not get the message across to the target audience.

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(2)

(Total 10 marks)

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Q9



**10.** With reference to a **real** business that you have studied, which has used a direct marketing campaign, answer the following questions.

(a) Name of the business .....

Type of direct marketing being used

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Details of the product being promoted

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**(2)**

(b) (i) What is the main objective of the direct marketing campaign?

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**(1)**

(ii) Explain how the use of this direct marketing has helped the business to achieve this objective.

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**(4)**

**QUESTION 10 IS CONTINUED ON THE NEXT PAGE**



(c) List **three** distinct costs for the business when using this direct marketing.

1 .....

2 .....

3 .....

(3)

(Total 10 marks)

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Q10

**TOTAL FOR PAPER: 90 MARKS**

**END**

