

GCE Applied  
Edexcel GCE  
Applied Business  
Unit No 6921

January 2007

advancing learning, changing lives

Results Mark Scheme

6921 January 2007 Mark scheme  
GCE Applied Business: Investigating Promotion

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

AOs	Mark Allocation	Exemplar Responses
<b>Q1(a)</b>	<b>State <u>two other</u> examples of PR that <i>Angst</i> could use.</b>	
<p><b><u>AO1</u></b> MB1 = 2</p>	<p>1 mark for each distinct example</p> <p style="text-align: right;"><b>(2 marks)</b></p>	<ul style="list-style-type: none"> <li>• News letters.</li> <li>• Lobby group.</li> <li>• Talk shows/interviews.</li> <li>• Publicity events.</li> <li>• Exhibitions/trade fairs.</li> <li>• Open days.</li> <li>• Astroturfing.</li> <li>• Gifts to charity.</li> <li>• Sponsorships.</li> </ul> <p>(Candidates may give an example rather than naming the type of PR)</p>

<b>Q1(b)</b>	<b>Explain how using PR should help to achieve the main objectives of the business.</b>	
AOs	Mark Allocation	Exemplar Responses
<p><b><u>AO1</u></b> MB1 = 1</p> <p><b><u>AO2</u></b> MB1 = 2 MB2 = 1 MB3 = 1</p>	<p>1 mark for showing understanding of the term (may be implied)</p> <p>1 mark for reference to enhancing image</p> <p>1 mark for how enhancing image comes from effective PR</p> <p>1 mark for how positive image/PR will affect 2<sup>nd</sup> objective (maximum 2 marks)</p> <p style="text-align: right;"><b>(5 marks)</b></p>	<ul style="list-style-type: none"> <li>• PR is the creating of a positive relationship with the target audience – 1<sup>st</sup> objective is to enhance image of the company – creating a positive relationship will make customers feel good about the business – this could lead to new purchases/repeat buying – will help to allow the business to expand.</li> <li>• PR would show that the business is concerned about what the public think about it – and as it has enhancing its image as an objective – showing the public that it cares about what they think will help it achieve this objectives – if public feels the business is making special efforts to consider their concerns people will be more willing to buy from it – and that will increase sales and help expansion.</li> </ul>

Q1(c)	Considering the nature of <i>Angst's</i> business and the way it sells its products, why it is likely to make use of press releases?	
AOs	Mark Allocation	Exemplar Responses
<p><b><u>AO1</u></b> MB1 = 1 MB2 = 1</p> <p><b><u>AO2</u></b> MB1 = 1 MB2 = 1 MB3 = 1</p>	<p>1 mark for showing understanding of the main nature of press releases (may be applied)</p> <p>1 mark for general status of <i>Angst/nature of business</i></p> <p>1 mark for details from Figure 1 (maximum 2 marks)</p> <p>1 mark for why press releases are so necessary (maximum 2 marks)</p> <p style="text-align: right;"><b>(5 marks)</b></p>	<ul style="list-style-type: none"> <li>• Used to announce new situations – <i>Angst</i> has new stores/products – frequently brings out new and innovative ranges – expanding into new outlets – customers/target market need to be told about changes otherwise they will not know about them - Press releases help to show that new products are newsworthy</li> <li>• Used to provide information to the press/media – <i>Angst</i> can inform press of changes in the business – new products are produced frequently – aiming to be in all parts of UK so new outlets will be opened – the press will pass information on to the target market - Will be in the form of an announcement which will enhance the image of the business</li> </ul>

<b>2(a) (i)</b>	<b>Identify the legislation <i>Angst</i> would need to check to ensure that it is not breaking the law by using the pictures in this way.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b><u>AO1</u></b> MB1 = 1	1 mark for Act or regulation <b>(1 mark)</b>	<ul style="list-style-type: none"> <li>• Sex Discrimination Act.</li> <li>• Obscene Publications Act.</li> <li>• The Control of Misleading Advertisements Regulations</li> </ul>

<b>2(a) (ii)</b>	<b>Why is it unlikely that <i>Angst</i> would be breaking the law by using the pictures for advertising in this way?</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b><u>AO1</u></b> MB2 = 1  <b><u>AO2</u></b> MB2 = 1 MB3 = 1	1 mark for what the law states  1 mark for why it would be unlikely to apply to the pictures (maximum 2 marks)  <b>(3 marks)</b>	<p><u>SDA</u></p> <ul style="list-style-type: none"> <li>• Act states that businesses cannot refuse to provide goods to both sexes – the advertisements may state products are for particular sexes – unlikely to state that it would only sell to one sex.</li> <li>• Act is mainly about employment rights – the advertisements are not for employment position – would not be affected by that part of the law.</li> </ul> <p><u>OPA</u></p> <ul style="list-style-type: none"> <li>• Act bans the publication of obscene/highly offensive images – scantily dressed models are now common in adverts – these pictures are unlikely to be considered obscene today.</li> </ul> <p><u>CMA Regulation</u></p> <ul style="list-style-type: none"> <li>• Advertisements must not deceive or try to deceive the target audience – use of glamorous models is very common in this kind of advertisement – target audience unlikely to believe they will be like the models simply because they use the product.</li> </ul>

2(b)	Assess whether there would or would not be any constraints if the same advertisements were used as <i>Angst</i> expanded into the EU.	
AOs	Mark Allocation	Exemplar Responses
<p><b><u>AO1</u></b> MB3 = 2</p> <p><b><u>AO2</u></b> MB1 = 1 MB2 = 1</p> <p><b><u>AO4</u></b> MB1 = 2 MB2 = 1 MB3 = 1</p>	<p>1 mark for feature that would not be a constraint (maximum 2 marks)</p> <p>1 mark for assessment of advertisement in terms of that feature (maximum 2 marks)</p> <p>Repeat for constraints</p> <p>(Maximum of 5 marks for a one sided answer)</p> <p style="text-align: right;"><b>(8 marks)</b></p>	<p><u>Not a constraint</u></p> <ul style="list-style-type: none"> <li>• EU has unified laws on many aspects of trade – discrimination laws are very similar – if advertisements meet UK requirements/codes of practice it would probably meet other requirements in other EU countries.</li> <li>• EU has many multinational products – many use global advertisement – EU market will be used to glamorous models in advertisements.</li> </ul> <p><u>Constraint</u></p> <ul style="list-style-type: none"> <li>• Other languages spoken – any words on the advertisement will be in English – cost/time to change this.</li> <li>• Different culture – use of glamorous models especially if scantily dressed may offend other cultures – need to re-shoot the pictures.</li> <li>• Different advertising laws – EU countries have their own specific laws as to what is acceptable – research is needed to find out what these are.</li> </ul>

<b>Q3(a) Give two reasons why <i>Angst</i> would include these colours on the serviettes.</b>		
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<u><b>AO1</b></u> MB1 = 2	1 mark for each reason   <b>(2 marks)</b>	<ul style="list-style-type: none"> <li>• Recognition.</li> <li>• Creating/re-enforcing the company image.</li> <li>• Branding.</li> <li>• Make customers notice <i>Angst</i></li> <li>• Pink &amp; black are strong combinations used by other “expensive”/“exclusive” brands.</li> <li>• Colour could relate to male &amp; female which matches its products</li> </ul>

<b>Q3(b) Identify three stages that <i>Angst</i> 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.</b>		
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<u><b>AO1</b></u> MB1 = 2  <u><b>AO2</b></u> MB1 = 1	1 mark for each stage   <b>(3 marks)</b>	<ul style="list-style-type: none"> <li>• Getting agreement with the department stores/clothes chains.</li> <li>• Ensuring that the software/programming language is compatible.</li> <li>• Designing suitable pop-ups.</li> <li>• Use software to create pop-ups.</li> <li>• Testing that the pop-ups work on the web site.</li> </ul> (Do not accept stages that involve getting/using an ISP)

<b>Q3(c) Explain why the serviette advertising is ambient advertising but the pop-ups are not ambient advertising.</b>		
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<u><b>AO1</b></u> MB1 = 2 MB2 = 1  <u><b>AO2</b></u> MB1 = 2 MB2 = 1	1 mark for main characteristics of ambient advertising (maximum 2 marks)   1 mark for application of characteristic to serviettes (maximum 2 marks)	<u>Characteristics</u> <ul style="list-style-type: none"> <li>• New/innovative.</li> <li>• Non-standard medium.</li> <li>• Outside of the home.</li> <li>• In customer environment</li> </ul> <u>Serviettes</u> <ul style="list-style-type: none"> <li>• This is not the normal way of advertising cosmetics – in a coffee shop so outside of the home.</li> <li>• Likely to be the first time this approach has been used – not the normal way of</li> </ul>

	<p>1 mark for application of characteristic to pop-ups (maximum 2 marks)</p> <p style="text-align: center;"><b>(6 marks)</b></p>	<p>advertising cosmetics.</p> <ul style="list-style-type: none"> <li>Customers are in the coffee shop. Serviettes are also there</li> </ul> <p><u>Pop-ups</u></p> <ul style="list-style-type: none"> <li>This is relatively new – but it will generally be accessed within the home.</li> <li>This is part of a standard medium – e-commerce/websites have been around for many years now.</li> <li>Pop-ups would be in their environment - But most are in the home so not ambient</li> </ul>
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<b>Q4 Select either the serviettes campaign or the pop-ups campaign and evaluate if it is likely to be effective for this age range.</b>		
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b><u>AO2</u></b> MB2 = 2</p> <p><b><u>AO4</u></b> MB2 = 2 MB3 = 2</p>	<p>1 mark for characteristic of age range (maximum 2 marks)</p> <p>1 mark for how that will lead to an effective campaign (maximum 2 marks)</p> <p>1 mark for how that will lead to an ineffective campaign (maximum 2 marks)</p> <p>1 mark for conclusion</p> <p>(2 + 2 + 1 + 1) or (2 + 1 + 2 + 1) or (1 + 2 + 2 + 1)</p> <p style="text-align: center;"><b>(6 marks)</b></p>	<p><u>Serviettes</u></p> <ul style="list-style-type: none"> <li>Many in this age range do visit coffee shops – they will therefore see the serviettes – this may create a point of discussion – may have other reasons for being there – may not pay much attention to the serviettes – effectiveness is likely to depend on what the people are thinking about.</li> <li>This age range responds to image – serviettes have glamorous models on – may attract interest/discussion – may feel that the serviettes are over-the-top – could simply make fun of them – their attitude at the time will determine the effectiveness.</li> </ul> <p><u>Pop-ups</u></p> <ul style="list-style-type: none"> <li>This age range is familiar with new technology – so may be on-line and see the pop-ups – may stick in their minds/be read before being closed – likely to visit shops rather than buy on-line – would not then see the pop-ups – effectiveness will depend on how they do their shopping.</li> </ul>

<b>Q5(a)</b>		
<b>(i) State which part of the advertisement is specifically designed to achieve action by potential customers. (ii) Why is this part of the advertisement likely to have the effect of achieving action?</b>		
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<u><b>AO1</b></u> MB1 = 1  <u><b>AO2</b></u> MB1 = 1  <u><b>AO4</b></u> MB1 = 1	1 mark for detail from advertisement  1 mark for effect of that detail in term of action  1 mark for what action is likely  <b>(3 marks)</b>	(i) & (ii) <ul style="list-style-type: none"> <li>• To avoid disappointment book early – suggests there are limited places – will need to book now if one wants one of those places.</li> <li>• Free home delivery service (if justified) – tells customers that they can have food delivered rather than visiting the restaurant – telephone order in.</li> <li>• Voted the best (if justified) – suggests it is very popular – if it is not booked potential customers may not get in.</li> </ul> (Accept other details if they are shown to be specifically designed for the stated action.)

<b>Q5(b)</b>		
<b>Explain how the advertisement is designed to attract attention.</b>		
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<u><b>AO1</b></u> MB1 = 1  <u><b>AO2</b></u> MB1 = 1  <u><b>AO4</b></u> MB1 = 1	1 mark for detail from advertisement (maximum 2 marks)  1 mark for how that detail attracts attention (maximum 2 marks)  <b>(3 marks)</b>	<ul style="list-style-type: none"> <li>• Name in large letters/pictures of elephants – catches the eye – makes potential customers want to read more.</li> <li>• Good Food Award – tells potential customers that the quality is high – makes them more interested in trying the place.</li> <li>• Different types faces – makes advertisement more interesting – may encourage audience to read it</li> </ul> (Accept other details if they are correctly argued to be designed to attract attention.)



<b>6(a)</b>	<b>State the importance to the <i>Basingstoke Observer</i> of having its circulation accredited.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b><u>AO1</u></b> MB2 = 1 MB3 = 1	1 mark for showing understanding of the term (may be implied)  1 mark for why it is important to the <i>Basingstoke Observer</i> <b>(2 marks)</b>	<ul style="list-style-type: none"> <li>• Gives the circulation measured by an independent agency – tells the advertiser that the circulation figures are genuine so will use the paper.</li> <li>• Customers will know the published circulation is genuine – should be easier to sell advertising space.</li> <li>• Keeps Basingstoke observer informed of genuine circulation – helps production decisions</li> </ul>

<b>6(b)</b>	<b>Discuss the benefits to the <i>Galangal</i> restaurant of using this free newspaper to advertise its business.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b><u>AO2</u></b> MB1 = 1 MB2 = 1 MB3 = 1  <b><u>AO4</u></b> MB1 = 2 MB2 = 1	1 mark for detail from the stem (maximum 2 marks)  1 mark for why that detail will be of benefit (maximum 3 marks)  1 mark for why that detail may not be a benefit (maximum 2 marks)  (2 + 3 + 1) or (2 + 2 + 2)	<ul style="list-style-type: none"> <li>• It will reach 20,585 people per week – this is a large potentially market – especially as the <i>Galangal</i> also offers home delivery – Basingstoke’s population may be very much larger than 20,855 – many people will not see the free paper.</li> <li>• It is a free paper for the target audience – may encourage more readers because they do not have to pay for it – customers likely to browse at random/not buying it for a specific purpose so may see the advertisement – many people see free papers as poor quality – may simply throw it away/not bother to pick it up.</li> <li>• The advertisement was on the back page – this can often be seen when other people read the paper – this could increase the number of people who pay attention to the advertisement – will not have the actual advertisement – may forget about it with nothing to refer to.</li> </ul>

	<b>(6 marks)</b>	
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<b>7</b>	<b>Discuss the methods of research the <i>Galangal</i> restaurant could use to find out if its advertising in the <i>Basingstoke Observer</i> has been effective.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<u><b>AO3</b></u> MB1 = 2 MB2 = 2 MB3 = 1	1 mark for suitable method of research (maximum 2 marks)  1 mark for how it would provide data (maximum 2 marks)  1 mark for how the research would show if the advertising was/wan not effective (maximum 2 marks)  <p style="text-align: right;"><b>(5 marks)</b></p>	<ul style="list-style-type: none"> <li>• Ask customers how they knew about the restaurant – the number/percentage coming because of the advertisement will be known – this could then be compared to other ways customer knew – would be reliable because most customers will tell the truth about this – if the percentage coming because of the advertisement is high it will have been successful.</li> <li>• Include a free cut-out offer in the advertisement – customers who have seen advertisement will bring in the offer – these can then be added up to check numbers – the offer must have come from the paper – it must have had the effect of getting people to the restaurant.</li> <li>• Sales figures – check sales figures before and after advertisement - Any changes can be seen – rising sales should show effectiveness – however other factors should also be considered</li> </ul>

<b>8 (a)</b>	<b>With reference to a <u>real</u> business which you have studied that has successfully used a <u>national</u> glossy magazine as a major part of its advertising strategy, answer the following questions.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b><u>AO3</u></b> MB1 = 2	1 mark for name of business/product <b>and</b> the magazine  1 mark for the target population  <b>(2 marks)</b>	( <i>Samsonite</i> luggage has been taken as an example for Q8) <u>Name of business/product</u> – <i>Samsonite</i> luggage. <u>Magazine</u> – <i>The Independent Magazine</i> . <u>Placed</u> – March 2006. <u>Target population</u> – Business travellers.

<b>8 (b)</b>	<b>(i) Give <u>one</u> limitation for the business of advertising in this magazine.</b> <b>(ii) State the effect of that limitation on how it carries out its promotion.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b><u>AO1</u></b> MB2 = 2	1 mark for limitation  1 mark for effect on how business promotes  <b>(2 marks)</b>	(i) & (ii) <ul style="list-style-type: none"> <li>• Cost will be high – may limit the number/size of advertisements that can be put in.</li> <li>• Advertisement will probably be thrown away – repeats will be needed to keep the message fresh.</li> </ul>

<b>8(c)</b>	<b>Explain the elements of the advertisement that made it successful as a method of communicating with the target audience.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>

<p><b>AO1</b> MB2 = 2 MB3 = 1</p> <p><b>AO3</b> MB1 = 1 MB2 = 1 MB3 = 1</p>	<p>1 mark for element (maximum 2 marks)</p> <p>1 mark for why that made it successful (maximum 2 marks)</p> <p>1 mark for application to the target audience (maximum 2 marks)</p> <p style="text-align: right;"><b>(6 marks)</b></p>	<ul style="list-style-type: none"> <li>Used picture of Richard Branson – well know personality – with suitcases ready to fly – business travellers would associate with Branson as a successful entrepreneur – his quote included ‘focussing on the essentials’ which will be thought of as applying to Samsonite luggage.</li> <li>Image shows Branson on one stage of a journey – message re-enforced with image of a plane flying overhead – and mountains and desert – many business people need to make journeys – the luggage is shown as necessary for Branson/is described as the ‘business essential collection’.</li> </ul>
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<b>9(a)</b>	<b>With reference to <u>one</u> cinema advertisement that you have seen or studied, which uses the benefits of moving image, answer the following questions.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b>AO3</b> MB1 = 2</p>	<p>1 mark for name <b>and</b> description of product</p> <p>1 mark for the target audience</p> <p style="text-align: right;"><b>(2 marks)</b></p>	<p>(<i>Orange</i> has been taken as an example for Q9)</p> <p><u>Name &amp; description</u> – <i>Orange</i> mobile phones, mobile phone network being sold.</p> <p><u>Target audience</u></p> <ul style="list-style-type: none"> <li>Anyone wanting to buy or change a mobile phone connection.</li> <li>All age ranges above 16.</li> </ul>

<b>9(b)</b>	<b>Use details from the advertisement to explain how <u>moving image</u> was used to create interest.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b>AO2</b> MB1 = 1</p> <p><b>AO3</b> MB2 = 1 MB3 = 1</p>	<p>1 mark for detail</p> <p>1 mark for why that creates interest</p> <p>1 mark for the importance of moving image</p> <p style="text-align: right;"><b>(3 marks)</b></p>	<ul style="list-style-type: none"> <li>Potential directors enter and asked to explain their approach – the directors are well known and recognised – movement makes the situation seem more real.</li> <li>Baseball hat is thrown – audience wants to see reaction – throwing the baseball hat creates an element of tension that could not have been achieved without movement in the scenario.</li> </ul>

<b>9(c)</b>	<b>Use details from the advertisement to explain how it provided information about the product.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>

<p><b><u>AO2</u></b> MB1 = 2</p>	<p>1 mark for information provided (maximum 2 marks)</p>	<ul style="list-style-type: none"> <li>Name of the product – <i>Orange</i> is referred to repeatedly through the advertisement – re-enforced by final logo.</li> </ul>
<p><b><u>AO3</u></b> MB2 = 1</p>	<p>1 mark for details of how that was provided by the advertisement (maximum 2 marks) <b>(3 marks)</b></p>	

<b>9(d)</b>	<b>Describe why cinema advertising often does not get the message across to the target audience.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b><u>AO1</u></b> MB2 = 1 MB3 = 1</p>	<p>1 mark for reason  1 mark for why this comes from it being a cinema advertisement <b>(2 marks)</b></p>	<ul style="list-style-type: none"> <li>May not be there – only come for the film, so missed the advertisements.</li> <li>Not concentrating – talking with friends while waiting for the film to start.</li> </ul>

10(a)	With reference to a <u>real</u> business that you have studied, which has used a direct marketing campaign, answer the following questions.	
AOs	Mark Allocation	Exemplar Responses
<u>AO1</u> MB1 = 2	1 mark for example of direct marketing  1 mark for details of business <b>and</b> the product  <b>(2 marks)</b>	( <i>Burger King's</i> meal vouchers have been taken as an example for Q10) <u>Business</u> – <i>Burger King</i> . <u>Direct marketing</u> – money saving meal vouchers sent direct to householders. <u>Details of product</u> – different meals sold in local participating outlets.

10(b)	(i) What is the main objective of the direct marketing campaign? (ii) Explain how the use of this direct marketing has helped the business to achieve this objective.	
AOs	Mark Allocation	Exemplar Responses
<u>AO2</u> MB3 = 2  <u>AO3</u> MB1 = 1 MB2 = 1 MB3 = 1	1 mark for main objective  1 mark how campaign achieved this (maximum 2 marks)  1 mark for how direct marketing helped (maximum 2 marks)  <b>(5 marks)</b>	(i) & (ii) <ul style="list-style-type: none"> <li>Increasing sales – vouchers offered money off certain meals – could be used separately to encourage maximum use – vouchers received by house holders – arrived with post so would be seen.</li> <li>Raising awareness – vouchers included pictures and descriptions of products – prominent use of the <i>Burger King</i> logo – arrived with the post – used credit card sized vouchers so they could easily be taken from the home.</li> </ul>

10(c)	List <u>three</u> distinct costs for the business when using this direct marketing.	
AOs	Mark Allocation	Exemplar Responses
<p><b><u>AO1</u></b> MB1 = 2</p> <p><b><u>AO2</u></b> MB1 = 1</p>	<p>1 mark for each distinct cost</p> <p style="text-align: right;"><b>(3 marks)</b></p>	<ul style="list-style-type: none"> <li>• Making the vouchers.</li> <li>• Paying for delivery to homes.</li> <li>• Discounts on meals in the offer.</li> <li>• Wastage where people simply throw them away.</li> <li>• Cost of staff time involved in encouraging the named outlets to take part.</li> </ul>