Centre No.			Paper Reference				Surname	Initial(s)			
Candidate No.			6	9	2	1	/	0	1	Signature	

Paper Reference(s)

6921/01

Edexcel GCE

Applied Business

Unit 6: Investigating Promotion Monday 1 June 2009 – Morning

Time: 1 hour 30 minutes

Materials required	for	examination
Nil		

Items included with question papers

Examiner's use only						
eam Leader's use only						

Question Number	Leave Blank
1	
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Instructions to Candidates

In the boxes above, write your centre number, candidate number, your surname, initial(s) and signature. The paper reference is shown above.

Check that you have the correct question paper.

Answer ALL the questions. Write your answers in the spaces provided in this question paper. Additional answer sheets may be used.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2). There are 10 questions in this question paper. The total mark for this paper is 90. There are 16 pages in this question paper. Any blank pages are indicated.

Advice to Candidates

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically, including your use of grammar, punctuation and spelling.

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Questions 1 to 3 relate to the information about *The HayWain* theatre shown in Figure 1.

Figure 1

The HayWain is a small theatre in Weston which puts on plays, shows and concerts. It also runs drama workshops for local schools and colleges and the general public.

The workshops are promoted

- on posters in the lobby of the theatre and in the town library
- through occasional press advertising
- through direct contact by telephone with local schools and colleges.

The plays, shows and concerts are advertised

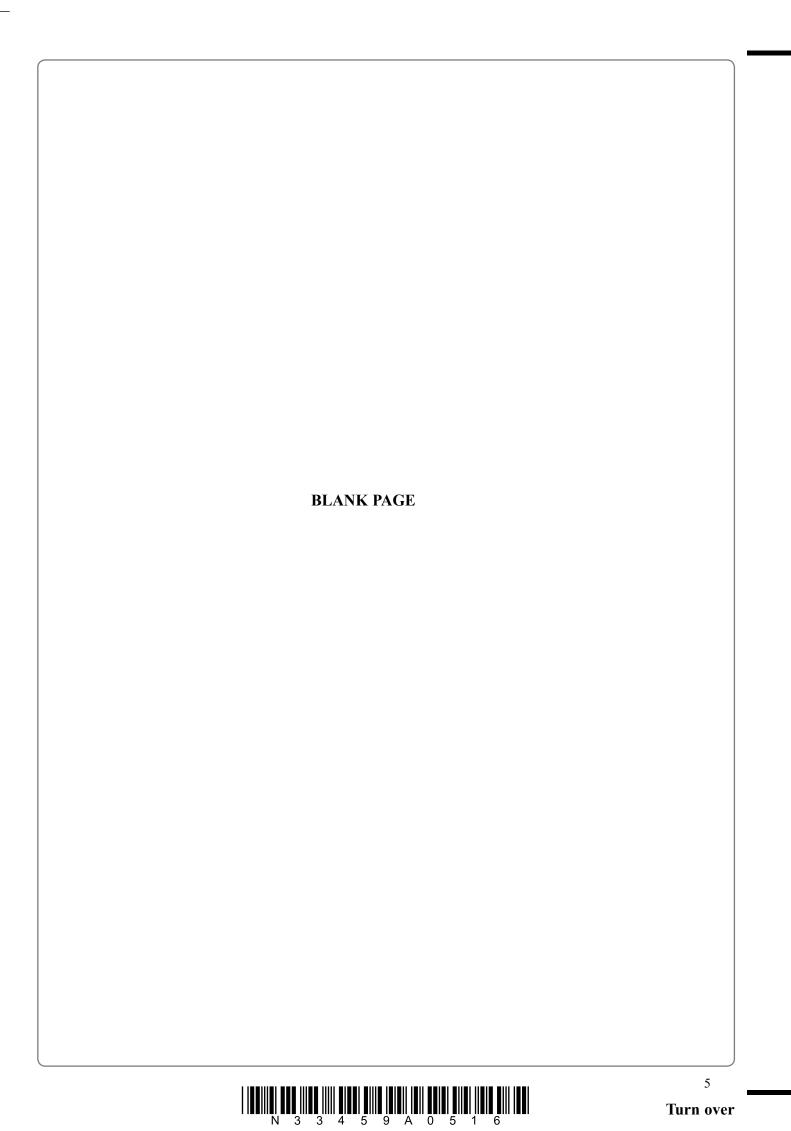
- weekly, in the local paid for newspaper
- through monthly distributions of leaflets to all houses in the town
- on hoardings outside the theatre
- twice yearly, through booklets sent to customers on its database.

1. (a)	Show two advantages of promoting the workshops through direct contact with the schools and colleges.	
	1	
	2	
	(2)	
(b)	Show two disadvantages of promoting the workshops in the lobby of the theatre.	
	1	
	2	
	(2)	Q1
	(Total 4 marks)	

	printed.	
	1	
	2(2)	
(b)	How is the effectiveness of advertising <i>The HayWain</i> likely to be constrained by the way it uses these booklets?	
	(6)	
	(Total 8 marks)	

nore people or few	er people than its use	e of the leaflets.		
		••••••		••••••
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(Total 11 marks)



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Questions 4 to 7 relate to the information about *Hybu Cig Cymru – Meat Promotion Wales* (HCC), shown in Figure 2.

Figure 2

Hybu Cig Cymru – Meat Promotion Wales (HCC) is the organisation responsible for promotion and marketing of Welsh lamb and Welsh beef. *HCC* promotes these products to both the home market and to European markets, working with retailers, farmers markets and other foodservice operators.

As part of its promotional activities *HCC* uses all of the following methods of promotion:

- national television, with a 30 second long advertisement entitled 'Wet your appetite'
- a National Beef Day when Local Authorities and Health Trusts across Wales serve Welsh beef in their schools and hospitals
- stalls at food and agricultural exhibitions across Europe
- a wide range of free booklets and factsheets
- regular press releases on newsworthy changes in the Welsh lamb and beef industry
- a multi-language DVD/video promoting the quality of Welsh lamb and beef.

4.	(i)	From the methods of promotion shown in Figure 2 , identify one example of each of the following types of promotion.
		Public relations (PR)
		Ambient
	(ii)	State why each of the types of promotion you gave in (i) shows the type of promotion listed.
		Public relations (PR)
		Ambient
		$(2) \qquad \boxed{\mathbf{Q}^2}$
		(Total 4 marks)

N 3 3 4 5 9 A 0 6 1 6

	How will the steps <i>HCC</i> has taken help promote Welsh lamb and beef outside the UK market?
	(6)
	Discuss one way in which <i>HCC</i> will be able to assess the effectiveness of its promotions outside the UK.
)	Discuss one way in which <i>HCC</i> will be able to assess the effectiveness of its promotions outside the UK.
))	Discuss one way in which <i>HCC</i> will be able to assess the effectiveness of its promotions outside the UK.
))	Discuss one way in which <i>HCC</i> will be able to assess the effectiveness of its promotions outside the UK.
	Discuss one way in which <i>HCC</i> will be able to assess the effectiveness of its promotions outside the UK.

Discuss the specific promotion content of this advertisement.	nal objectives HCC is likely to have because of th
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Considering those methods of promotion targeted at consumers, from the list in Figure 2 , analyse why television is likely to be the most effective method of promotion for this target.



	blank
(12)	Q6
(Total 18 marks)	

There are over 20,000 farms producing beef and lamb products in Wales.	bl
Explain the benefits of having a single organisation, <i>HCC</i> , to carry out promotion for these farms.	
	0.5
	Q7
(Total 5 marks)	

Many businesses use seasonal promotional campaigns, for example, in spring and sun or at particular times of year such as Christmas.		
With reference to a major UK business or multinational business that has recently use seasonal promotional campaign, answer the questions below.		
(a)	Name or description of the product/service being sold.	
	Season/time of year in which this campaign took place	
	Name or description given to this campaign	
	(2)	
(b)		
(b)	(2)	

How did the business use features of the season/time of year to promote this campaign?	
(4)	
(Total 10 marks)	

a)	Name or description of the product
,	
	Name of the well known personality
	(1)
)	Describe what the well known personality was doing in the advertisement to promote the product.
;)	Explain why this particular personality was chosen for advertising this particular
;)	
;)	Explain why this particular personality was chosen for advertising this particular
c)	Explain why this particular personality was chosen for advertising this particular
e)	Explain why this particular personality was chosen for advertising this particular
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	Explain why this particular personality was chosen for advertising this particular

With reference to one judgment where the ASA has asked for action to be business advertising, answer the following questions.						
(a)	The name of the business					
	Main objective of the advertisement					
		(1)				
(b)	(i)	What complaint was made against the advertisement?				
		(1)				
	(ii)	Identify the specific issues about this advertisement that were considered by the ASA before it reached its judgment.				
	(iii)	State the action that the ASA required from the business advertising.				
	` /					



QUESTION 10 CONTINUES ON NEXT PAGE

the business.				
				•••••
				(3)
			(Total 10 ma	rks)
		TOTAL FO	OR PAPER: 90 MA	RKS
	17.0	VD.		
	EN	ND		