

Questions 1 to 3 relate to the information about *Water Safe*, shown in Figure 1.

Figure 1

Stan Nowak runs a very successful plumbing business in Cardiff called *Water Safe*. He owns the business and employs other qualified plumbers when demand for his services is high.

His turnover is fairly low and, therefore, he mainly restricts his promotion to telephone directories for the Cardiff area, advertisements in the South Wales Echo, cards placed in local DIY stores and recommendations from satisfied customers.

1. (a) Identify which promotional media, shown in **Figure 1**, is **least** likely to require the use of print.

..... (1)

- (b) Explain why Stan is likely to have chosen telephone directories as an important way of promoting his business.

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(4)

Q1

(Total 5 marks)



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2. Stan's cards are placed at the exits of local DIY stores, such as B&Q and Focus. They are credit card size. They are placed on displays with up to 30 cards from other businesses.

Stan's cards are printed on both sides. They are light blue with black text and have coloured pictures of some of his work. They also list the services he can provide and contact details.

- (a) Why is the size of the card important for promoting Stan's business?

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- (b) Discuss the advantages and disadvantages of placing these cards in DIY stores.

Advantages

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Disadvantages

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(8)

(Total 11 marks)

Q2

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3. When demand is high, Stan needs to advertise for other skilled plumbers. He places his advertisements in the South Wales Echo.

(a) Describe why Stan must not advertise for only male plumbers.

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(3)

(b) State **one** cost, **one** limitation and **one** production requirement for Stan of using the South Wales Echo for advertisements.

Cost

Limitation

Production requirement

(3)

Q3

(Total 6 marks)



Questions 4 to 7 relate to the information about *Argos* shown in Figure 2.

Figure 2

Argos is a catalogue retailer, selling a wide range of products for the home from its catalogue in over 680 stores in the UK and the Republic of Ireland, and also through on-line and telephone orders. The business serves over 130 million customers a year in its stores and takes a further 4 million orders, on-line or by phone. It is estimated that on average 17 million UK households have an *Argos* catalogue at home at any one time. The product range includes health and beauty, home furnishing, TVs, DVD players, camera products, toys, arts and crafts, fitness and exercise, electrical white goods and DIY.

The full catalogue of over 18,000 products, with full colour pictures, specifications, options and prices, is produced twice a year. It can be looked through in *Argos* stores, or on-line, and the 1,780 page free catalogue can be picked up in-store to be taken home. In August 2007 customers who visited the stores could also pick up four other brochures/leaflets:

1. a 72 page brochure showing a cut down sample of the range of products for sale
2. a 20 page brochure focusing on new jewellery and stylish watch brands
3. a 12 page leaflet showing products where catalogue prices had been lowered
4. an 8 page leaflet showing reductions in prices on 150 outdoor products.

4. (a) (i) From **Figure 2** identify **two** types of media *Argos* employs for promoting the products that it sells.

- 1
- 2 **(2)**

(ii) From **Figure 2** give **one** example for each type of media you have identified in (i).

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





<p>(b) Explain why advertising on national television would be an effective method of promotion to reach <i>Argos's</i> target population.</p>	Leave blank
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(6)	Q4
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5. **Figure 2** shows that, not only was there a 1,780 page catalogue available for customers in August 2007, there were also four other brochures/leaflets available to be picked up.

(a) Discuss why *Argos* would produce the first two additional brochures/leaflets (1 and 2 in **Figure 2**) when it has already produced a 1,780 page catalogue.

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(7)

(b) Considering the nature of the products in the 8 page leaflet, justify why this leaflet was available when it was.

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(4)

(Total 11 marks)

Q5



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6. *Argos's* mission statement is “We provide our customers with the best value for money through the most convenient shopping experience”.

(a) How do the promotions shown in **Figure 2** support the objective of providing customers with the best value for money?

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(3)

(b) How do the ways *Argos* uses catalogues support the objective of providing customers with the most convenient shopping experience?

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(6)

(Total 9 marks)

Q6



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

8. With reference to a business that has recently used a free sample as a sales promotion, answer the questions below.

(a) Name or description of the product/service that was being offered as a free sample.

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(1)

(b) Explain how the business ensured that potential customers could take advantage of this free sample offer.

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(c) Explain why a free sample was a particularly effective way of promoting this product/service.

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Q8



9. With reference to a major UK or multinational business that uses a website to promote its goods or services, answer the following questions.

(a) Name of business.

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Description of main type of good/service.

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(1)

(b) Identify **one** setup cost and **one** running cost required for this website.

Setup cost

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Running cost

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(2)

(c) Describe a non-web based media used by this business to promote its products/service.

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(2)



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(d) Compare the use of the web based and the non-web based methods of promotion as effective ways of reaching the business's target audience.

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Q9

(Total 10 marks)



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10. With reference to a major UK or multinational business that sells its products in the UK and other EU countries, answer the following questions.

(a) Name of business and product

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Name of **one** EU country, other than the UK, in which the product is being sold.

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(2)

(b) Show how this business has adapted its advertising for products sold in other EU countries compared to its advertising in the UK.

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(6)



(c) How does promoting the business in more than one EU country help to enhance the image of this business?

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(Total 10 marks)

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Q10

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