

# Mark Scheme (Results)

## January 2009

GCE

GCE Applied Business (6921/01)

## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Exemplar Responses	Mark
<p>Q1(a)</p> <p><u>AO1</u> MB1 = 1</p>	<ul style="list-style-type: none"> <li>• Recommendations from satisfied customers.</li> <li>• Word of mouth.</li> </ul>	<p>1 mark for the media</p> <p>(1 mark)</p>

Question Number	Exemplar Responses	Mark
<p>Q1(b)</p> <p><u>AO1</u> MB2 = 1 MB3 = 1</p> <p><u>AO2</u> MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> <li>• Basic entries are free - Stan has a modest overall turnover - will want to take advantage of free promotion - can pay for additional details at a relatively modest rate.</li> <li>• Customers use the Yellow Pages in times of emergency - Stan's business is plumbing - when leaks suddenly occur homeowners want immediate help - this is usually found by using the telephone.</li> </ul>	<p>1 mark for feature of the directory (maximum 2 marks)</p> <p>1 mark for why that would be important/ suitable for Stan's business (maximum 3 marks)</p> <p>(4 marks)</p>

Question Number	Exemplar Responses	Mark
Q2(a)  <u>A02</u> MB1 = 2 MB2 = 1	<ul style="list-style-type: none"> <li>It is credit card size - will easily fit into customers' wallets/purses - more likely to keep it for future reference.</li> <li>Will be the same size as all the other cards - DIY stores unlikely to allow Stan to advertise using larger sizes - will need to make the card stand out with colour and pictures.</li> <li>Relatively cheap to produce - Stan's business has a modest turnover - will have limited funds for promotion.</li> </ul>	1 mark for feature of the size (maximum 2 marks)  1 mark for why that would be important for promoting the business (maximum 2 marks)  (3 marks)

Question Number	Exemplar Responses	Mark
Q2(b)  <u>A02</u> MB1 = 4  <u>A04</u> MB1 = 2 MB2 = 1 MB3 = 1	<p><u>Advantages</u></p> <ul style="list-style-type: none"> <li>Target market may see the cards - DIY stores sell products related to plumbing - some customers may want a professional plumber to fit these items - these customers will be looking for the details of professional plumbers and that will be on the card.</li> <li>Will be seen by customers leaving the store - cards are placed at the exits - customers will have the opportunity of picking up the cards without searching for them - will expect them to relate to their DIY task because they are to found in-store.</li> </ul> <p><u>Disadvantages</u></p> <ul style="list-style-type: none"> <li>DIY customers may not need Stan's services - they may be capable of doing their own plumbing - cards may not be picked up - would be a wasted form of promotion.</li> <li>The cards may not be seen - they are relatively small - and have been placed with cards from up to 30 other businesses - some of these may be direct competitors of Stan.</li> </ul>	1 mark for the advantage (maximum 2 marks)  1 mark for why that comes from where cards are placed (maximum 3 marks)  (Repeat for disadvantages)  (Maximum of 4 marks for just advantages or just disadvantages)  (8 marks)

Question Number	Exemplar Responses	Mark
Q3(a)  <u>AO1</u> MB1 = 1 MB2 = 1 MB3 = 1	<ul style="list-style-type: none"> <li>Advertising for just one sex is generally against the law - Sex Discrimination Act - it is unethical to discriminate when both sexes can do the job as effectively as each other/ may be taken to court, tribunal/may create negative image of the business.</li> </ul> <p>(N.B. The name of the Act must be correct)</p>	1 mark for legal position  1 mark for naming the Act  1 mark for comment on the ethical position/ likely consequence  (3 marks)

Question Number	Exemplar Responses	Mark
Q3(b)  <u>AO1</u> MB1 = 2 MB2 = 1	<p><u>Cost</u></p> <ul style="list-style-type: none"> <li>Payment to South Wales Echo.</li> <li>Time taken to create the advertisement.</li> </ul> <p><u>Limitation</u></p> <ul style="list-style-type: none"> <li>Will only be seen where the Echo circulates/near Cardiff.</li> <li>Plumbers may not read the Echo.</li> </ul> <p><u>Production requirement</u></p> <ul style="list-style-type: none"> <li>Choosing size of advertisement.</li> <li>Deciding on the content.</li> </ul> <p>(There will be a wide range of acceptable answers for each factor. Do not allow limitations that are simply cost limitations)</p>	1 mark for cost  1 mark for limitation  1 mark for production requirement  (3 marks)

Question Number	Exemplar Responses	Mark
<p>Q4(a)</p> <p><u>A01</u> MB1 = 4</p>	<ul style="list-style-type: none"> <li>• Print - the catalogues/brochures/leaflets are all printed.</li> <li>• New media - the catalogues are available on-line.</li> <li>• Word-of-mouth - catalogues are in household and items may be discussed.</li> </ul> <p>(Do not accept telephone as there is nothing to suggest in Figure 1 that this is being used for promotion.)</p>	<p>1 mark for the type of media</p> <p>1 mark for the example from Figure 2</p> <p>(1 + 1) x 2</p> <p>(4 marks)</p>

Question Number	Exemplar Responses	Mark
<p>Q4(b)</p> <p><u>A02</u> MB1 = 1 MB2 = 1</p> <p><u>A03</u> MB1 = 1 MB2 = 1</p> <p><u>A04</u> MB1 = 2</p>	<ul style="list-style-type: none"> <li>• Target population is likely to be national - sells through 680 stores in the UK and Northern Ireland - Stores likely to be spread across UK - national TV will be seen across the UK - should be seen by people near these stores.</li> <li>• Very large numbers of customers - 130 million a year - 17 million households have copies of the catalogue - national TV reaches a mass audience - should reach most of the millions of customers.</li> <li>• Target population is across ages and genders - products for sale includes toys, beauty items and DIY items - over 18,000 items across many different categories - national TV is targeted at different age groups, genders and interest groups - advertisement can be placed to reach many different target populations.</li> </ul>	<p>1 mark for identifying aspects of the target population (maximum 2 marks)</p> <p>1 mark for detail from Figure 2 which supports this choice (maximum 2 marks)</p> <p>1 mark for why national TV would be effective in meeting this respect/ from this kind of business (maximum 2 marks)</p> <p>(6 marks)</p>

Question Number	Exemplar Responses	Mark
<p>Q5(a)</p> <p><u>AO3</u> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><u>AO4</u> MB1 = 1 MB2 = 1 MB3 = 2</p>	<ul style="list-style-type: none"> <li>• Cut down version will provide a sample range of goods - will be easier for customers to carry around - only has 72 pages compared to 1,780 pages - Argos can choose the most popular items to go into the cut down version.</li> <li>• 20 page brochure shows new products - details of the latest stock will appeal to customers who want the latest styles - the full catalogue is produced only twice a year so may be out of date - the 20 page brochure will be a relatively cheap way of updating the main catalogue.</li> </ul>	<p>1 mark for the basic reason for the brochure (maximum 4 marks)</p> <p>1 mark for why the catalogue would not provide the same information/effect (maximum 4 marks)</p> <p>(maximum 5 marks for considering just one of the brochures)</p> <p style="text-align: right;">(7 marks)</p>

Question Number	Exemplar Responses	Mark
<p>Q5(b)</p> <p><u>AO3</u> MB1 = 1</p> <p><u>AO4</u> MB1 = 2 MB2 = 1</p>	<ul style="list-style-type: none"> <li>• This was for outdoor products - provided reductions in price to attract customer - August already well through the season for these products so lower prices needed to maintain sales/sell off stock - less outdoor products will be wanted in autumn/winter.</li> <li>• This was for products that would be on sale - outdoor products that would be taking up valuable storage space - would need to get rid of the products quickly - an 8 page leaflet can be produced quickly.</li> </ul>	<p>1 mark for selecting appropriate information from Figure 2 (maximum 2 marks)</p> <p>1 mark for justifying the use of the leaflet at this time (maximum 3 marks)</p> <p style="text-align: right;">(4 marks)</p>

Question Number	Exemplar Responses	Mark
<p><b>Q6(a)</b></p> <p><b><u>A01</u></b> MB1 = 1</p> <p><b><u>A02</u></b> MB1 = 1</p> <p><b><u>A03</u></b> MB1 = 1</p>	<ul style="list-style-type: none"> <li>The two leaflets show products that have been reduced in price - suggest customers will be able to pick up bargains - customer will, get more for the money they spend.</li> <li>There are a range of catalogues, leaflets and brochures - these are provided free - customers can check details of 18,000 products with no charge.</li> <li>Catalogue is free - will be able to see all 18,000 products by simply picking it up - can take it home so do not have to pay to get to the store to see what is offered.</li> </ul>	<p>1 mark for identifying appropriate promotion in Figure 2</p> <p>1 mark for how that supports the objective (maximum 2 marks)</p> <p style="text-align: right;"><b>(3 marks)</b></p>

Question Number	Exemplar Responses	Mark
<p><b>Q6(b)</b></p> <p><b><u>A01</u></b> MB2 = 1 MB3 = 1</p> <p><b><u>A02</u></b> MB2 = 1 MB3 = 1</p> <p><b><u>A03</u></b> MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> <li>Over 18,000 products shown - allows customers to see all products in one publication - customers do not need to see actual product because pictures are shown - allows them to compare prices with other stores.</li> <li>Catalogues are available in a variety of forms - in-store, at home and on-line - customers can choose the form that is most convenient for them - on-line/at home means that customers can look at the catalogue when they have time.</li> <li>Catalogues are produced twice a year - product ranges will be up to date - less likely that customers will find items out of stock - will not therefore waste their time.</li> </ul>	<p>1 mark for relevant feature/way from Figure 2 (maximum 3 marks)</p> <p>1 mark for how this creates convenience for customers (maximum 4 marks)</p> <p>(maximum 4 marks for just one feature or way)</p> <p style="text-align: right;"><b>(6 marks)</b></p>



Question Number	Exemplar Responses	Mark
<p><b>Q7</b></p> <p><b>A02</b> MB2 = 1 MB3 = 1</p> <p><b>A03</b> MB2 = 1 MB3 = 1</p> <p><b>A04</b> MB1 = 2 MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> <li>Stocks over 18,000 products - this is a very large range which shows the business is successful - all products are promoted through the catalogues - each item has pictures, specification with options and prices - customers who are looking for just one type of product may find the number of product shown confusing.</li> <li>The business serves 130 million customers a year - it also has 18,000 products - this shows that on average about 720 of each items is sold - all items are promoted through the catalogue in-store, at home or on-line - pictures of items may not show certain aspects of a product such as durability.</li> </ul>	<p>1 mark for feature that show success (maximum 2 marks)</p> <p>1 mark for why that indicates success (maximum 2 marks)</p> <p>1 mark for how this comes from using catalogues (maximum 2 marks)</p> <p>1 mark for negative aspects of its use of catalogues (maximum 2 marks)</p> <p style="text-align: right;"><b>(8 marks)</b></p>

Question Number	Exemplar Responses	Mark
Q8(a)  <u>A01</u> MB1 = 1	( <i>Kenco</i> coffee has been used as an example for Q8)  <u>Name/description of product</u> - <i>Kenco</i> instant coffee.	1 mark for name/description of product  (1 mark)

Question Number	Exemplar Responses	Mark
Q8(b)  <u>A01</u> MB2 = 1  <u>A02</u> MB1 = 1 MB2 = 1	<ul style="list-style-type: none"> <li>Sent through the post to households - occupants received a small sachet of coffee - this could be tried at the occupants' convenience.</li> </ul> <p>(N.B. many candidates are likely to take examples of product that are available in-store, or free trial periods for a service.)</p>	<p>1 mark for where/how the free sample was offered</p> <p>1 mark for detail of how this helped potential customers sample the product (maximum 2 marks)</p> <p>(3 marks)</p>

Question Number	Exemplar Responses	Mark
Q8(c)  <u>A01</u> MB3 = 1  <u>A02</u> MB1 = 1 MB2 = 1 MB3 = 1  <u>A03</u> MB1 = 2	<ul style="list-style-type: none"> <li>Instant coffee is made into a drink - a free sample will allow potential customers to taste the coffee - it could be opened and used when they wanted a hot drink.</li> <li>It can be offered in small amounts - this makes it easy to package and send through the post - this helps to keep the cost of promotion down.</li> <li>Instant coffee normally sold by the jar - customers would be unlikely to buy a whole jar of coffee just to try it - receiving a free sample is likely to make many people try it.</li> </ul>	<p>1 mark for nature of the product/service (maximum 3 marks)</p> <p>1 mark for why that makes a free sample a particularly effective way of promotion (maximum 4 marks)</p> <p>(6 marks)</p>

Question Number	Exemplar Responses	Mark
<p><u>Q9(a)</u></p> <p><u>A01</u> MB1 = 1</p>	<p>(<i>Alliance &amp; Leicester</i> has been taken as an example for Q9)</p> <ul style="list-style-type: none"> <li><i>Alliance &amp; Leicester</i>, banking/mortgage services.</li> </ul>	<p>1 mark for name and description of the good/service</p> <p>(1 mark)</p>

Question Number	Exemplar Responses	Mark
<p><u>Q9(b)</u></p> <p><u>A01</u> MB1 = 2</p>	<p><u>Setup cost</u></p> <ul style="list-style-type: none"> <li>Designing website.</li> <li>Paying for web space/provider/name.</li> </ul> <p><u>Running cost</u></p> <ul style="list-style-type: none"> <li>Up-dating website.</li> <li>Monthly payment for ISP.</li> </ul>	<p>1 mark for setup cost</p> <p>1 mark for running cost</p> <p>(2 marks)</p>

Question Number	Exemplar Responses	Mark
<p><u>Q9(c)</u></p> <p><u>A01</u> MB2 = 2</p>	<ul style="list-style-type: none"> <li>Consultation with bank staff - can be arranged in the local branch.</li> <li>Word of mouth - cashiers ask customers if they are interest in other services and explain them.</li> <li>Posters placed in branch windows - shows details of the latest offers on interest rates.</li> </ul>	<p>1 mark for non-web based media</p> <p>1 mark for detail of the actual media used</p> <p>(2 marks)</p>

Question Number	Exemplar Responses	Mark
<p><u>Q9(d)</u></p> <p><u>A02</u> MB1 = 1 MB2 = 1</p> <p><u>A03</u> MB1 = 1 MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> <li>People who need financial services - the website gives details of all the main services offered - the consultant also has details of all services - on-line allows customers to access details when they want - the consultant can answer specific questions that may be of concern.</li> </ul> <p>(N.B. the non-web based method should be the one referred to in part (i). The exemplar above only relates to the first bullet in part (i)).</p>	<p>1 mark for identifying target audience(s)</p> <p>1 mark for detail of web based/non-web based media</p> <p>1 mark for comparison</p> <p>1 mark for why each would be an effective ways (maximum 2 marks)</p> <p>(5 marks)</p>

Question Number	Exemplar Responses	Mark
Q10(a)  <u>A01</u> MB1 = 2	( <i>McDonald's</i> has been taken as an example for Q10)  <u>Name and product</u> - <i>McDonald's</i> , fast food <u>EU country</u> <ul style="list-style-type: none"> <li>France</li> </ul>	1 mark for name business and product  1 mark for one other EU country where business sells  (2 marks)

Question Number	Exemplar Responses	Mark
Q10(b)  <u>A01</u> MB2 = 2 MB3 = 1  <u>A02</u> MB3 = 1  <u>A03</u> MB1 = 1 MB2 = 1	<ul style="list-style-type: none"> <li>The language in the UK is English - in France it is French - some terms are so well known that they do not need to be translated - for example 'Big Mac'.</li> <li>Prices given in the advertisement will be in Sterling/£s and pence in the UK - in France they are given in Euros - prices will not be equivalent in the two countries because the exchange rate keeps changing - income levels will also mean that different prices will need to be advertised.</li> <li>In France Croque McDo is advertised - this croquet monsieur product is not served in the UK - the pictures for the advertising will have to be different - in the UK there will be advertising for a sausage and egg muffin.</li> <li>In UK advertise on ITV and Channel 5 - in France advertise on all major commercial channels - language change to French - prices given in Euros.</li> </ul>	1 mark for detail of advertisement in the UK (maximum 2 marks)  1 mark for how this has been adapted for advertising in EU country (maximum 4 marks)  (6 marks)

Question Number	Exemplar Responses	Mark
Q10(c)  <u>A02</u> MB1 = 2	<ul style="list-style-type: none"> <li>Helps to give <i>McDonald's</i> a global image - the EU is a major consumer market in the world.</li> <li>Tourists to other countries will find established <i>McDonald's</i> outlets - will feel that the business is catering especially for them.</li> <li>The <i>McDonald's</i> logo will be seen more widely - will make customers/potential customer more familiar with them.</li> </ul>	1 mark for each way  or 1 mark for way and 1 mark why that would enhance the image  (2 marks)

6921 - Investigating Promotion - Jan 2009 - Content and AOs Grids

Content area distribution

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

AOs Grid - 6921 Jan 2009

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 (b)		1	1		1	1							4
2 (a)				2	1								3
2 (b)				4						2	1	1	8
3 (a)	1	1	1										3
3 (b)	2	1											3
4 (a)	4												4
4 (b)				1	1		1	1		2			6
5 (a)							1	1	1	1	1	2	7
5 (b)							1			2	1		4
6 (a)	1			1			1						3
6 (b)		1	1		1	1		1	1				6
7					1	1		1	1	2	1	1	8
8 (a)	1												1
8 (b)		1		1	1								3
8 (c)			1	1	1	1	2						6
9 (a)	1												1
9 (b)	2												2
9 (c) (i)		2											2
9 (c) (ii)				1	1		1	1	1				5
10 (a)	2												2
10 (b)		2	1			1	1	1					6
10 (c)	2												2
<b>Total</b>	<b>17</b>	<b>9</b>	<b>5</b>	<b>11</b>	<b>8</b>	<b>5</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>9</b>	<b>4</b>	<b>4</b>	<b>90</b>
<b>Target</b>													
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	14	9	5	11	6	5	6	5	3	5	2	2	
<b>Balance</b>	<b>45</b>	<b>27</b>	<b>18</b>	<b>90</b>									
<b>Target</b>	<b>45</b>	<b>27</b>	<b>18</b>	<b>90</b>									