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Edexcel GCE

Applied Business
Unit 6: Investigating Promotion

Monday 14 January 2013 – Afternoon Time: 1 hour 30 minutes	Paper Reference 6921/01
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You must have: Calculator	Total Marks
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Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Questions 1 to 3 relate to the information about promotions used by the Orange brand, shown in Figure 1 and the data on the age profile of mobile phone users shown on Table 1.

Figure 1

'Orange' is the brand name used by *France Télécom*, Europe's third largest provider of mobile phone and broadband networks. Since its merger with *T-Mobile*, Orange now has a customer base of over 30 million people in the UK. *Orange Business Services* provides facilities to over 1 million businesses in the UK.

France Télécom uses a wide range of promotional tools for its Orange brand, including:

- Orange Wednesdays
- sponsorship of the British Academy Film Awards (the BAFTAs)
- The Orange Prize for Fiction
- partnership with RockCorp to put on music festivals (gigs).

1 (a) Using examples, outline **two** typical features that show that a business's products have a developed brand.

(4)

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2 The Orange RockCorps 'gigs programme' offers people the chance to get tickets for music festivals for which you cannot buy a ticket. The tickets must be earned. To earn a ticket you must do four hours of work at an 'Orange RockCorps volunteer project' in the local community. The gigs include such stars as Snoop Dogg, Lady Gaga, Boy George and Pendulum.

(a) Why is this promotion an example of public relations?

(4)

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Table 1: Percentage of total UK market for mobile phones, by Age (15+ years)

Age	Percentage of market
15–24	18.7
25–34	19.9
35–44	21.6
45–54	16.2
55–64	13.2
65–74	7.4
75 +	3.0
Total	100

Adapted from ONS and Ofcom

*(b) Considering the likely target market for Orange shown on **Table 1**, evaluate the suitability of the 'Orange Wednesdays' sales promotion.

(11)

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Handwriting practice area with 20 horizontal dotted lines.

(Total for Question 3 = 16 marks)



5 Why would window displays be a particularly suitable method of promotion for *Tags*?

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(Total for Question 5 = 4 marks)



Figure 3

Tags is considering a promotional campaign using a local radio station, *Wrapt FM*. It has produced a radio advertisement which includes:

- a short jingle
- details of some of the ranges it sells
- the location of the store
- opening times
- comments from satisfied customers.

Tags has a £1,000 budget for two weeks of advertising and wants to advertise every day.

6 What are the benefits to *Tags* of having a jingle and customers' comments as part of its radio advertisement?

(4)

Jingle

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Customers' comments

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(Total for Question 6 = 4 marks)



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Table 2 shows the costs of advertising on the local music radio station, *Wrapt FM*.

Table 2 – Advertising costs (£s) for different time slots and durations

Time Slot	10 sec	15 sec	20 sec	30 sec	45 sec	60 sec
12 pm to 5 am	5	10	15	20	25	30
5 am to 10 am	25	40	45	70	100	130
10 am to 4 pm	23	30	42	60	90	120
4 pm to 8 pm	25	40	45	70	100	130
8 pm to 12 pm	20	30	40	50	70	79

***7** With reference to its target population and its promotional campaign (shown in **Figures 2 and 3**), advise *Tags* on how it should choose the best time slots to advertise on *Wrapt FM*.

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(Total for Question 7 = 11 marks)



9 Many businesses are affected by the ethical concerns of their customers and change their products and promotions because of these concerns, even though there is no specific legislation that makes them do this.

With reference to a business that has changed its promotion because of the ethical concerns of its customers, answer the following questions.

Name of business.

Product being promoted.
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(a) State the ethical concern that customers had. (1)

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(b) State why this concern should be described as ethical. (1)

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(c) How did the business change its promotion to show customers that it was taking their concerns into account? (4)

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(d) Examine **one** negative aspect of the way in which the business showed customers that it was taking their concerns into account.

(4)

(Total for Question 9 = 10 marks)



10 Many advertisements use moving image to create an overall impression and then spoken words to provide additional information.

With reference to a business that has used these two techniques for a single advertisement, answer the following questions.

Name of the business and product being advertised

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(a) What overall impression was the business trying to create through the use of moving image?

(1)

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(b) How was this overall impression created by the use of moving image?

(4)

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