

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Applied Business

Unit 6: Investigating Promotion

Tuesday 4 June 2013 – Morning

Time: 1 hour 30 minutes

Paper Reference

6921/01

You do not need any other materials.

Total Marks

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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PEARSON

(Total for Question 2 = 14 marks)



For some of *DSUK's* sales, the VIP goodie bags have been sponsored by *The Body Shop*, supplying samples of items such as soothing lavender and camomile aromatherapy products.

3 (a) Explain the benefits to *DSUK* of this sponsorship by *The Body Shop*.

(4)

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(b) Analyse why *The Body Shop* would want to sponsor *DSUK* by providing goodie bags for *DSUK's* sales.

(6)

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(Total for Question 3 = 10 marks)



Questions 4 to 7 relate to promotions used by Greg Hicks to promote his sports and leisure centre.

Figure 3

Greg Hicks, an accountant by profession, was also a well-known international athlete who competed for Britain. In February 2013 he opened a sports and leisure centre in a converted manor house just outside of Ashby in north west Leicestershire. Local friends and family have already joined the centre, and he is hoping that his reputation and promotion by word of mouth will be sufficient to attract other local customers.

4 Explain **one** strength and **one** limitation for Greg of relying on word of mouth promotion for his new business.

(6)

Strength.....
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Limitation.....
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(Total for Question 4 = 6 marks)



Figure 4

By May 2013 Greg had decided that he needed advertising that would stand out more. He looked into the use of roadside billboards for two months and has found out the following information.

For a large effective advertisement, one billboard would cost between £1,000 and £1,500 for a two-week display. The billboard would need 48 separate sheets to cover it. These sheets would need to be designed, printed and attached to the billboard.

In Ashby, Greg considered the following three locations for his billboard:

- on the side of the road leading to the A42 which is used by many people travelling to work in Leicester, Nottingham and Birmingham
- outside of the entrance to *Tesco*, the main supermarket in Ashby
- next to the library and the main sports centre, fairly close to the high street.

5 Choose **one** of these locations and examine how effective that location would be for advertising Greg's business.

(4)

Location.....

How effective.....

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(Total for Question 5 = 4 marks)



(b) Explain why the business's website is more effective for promotion than those of its major competitor(s).

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(Total for Question 8 = 10 marks)



(b) Why do some businesses not need to worry about all of these factors when selling their products in different EU countries?

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(Total for Question 9 = 10 marks)



10 Many businesses use product placement in films in order to promote their goods or services.

With reference to a business that used product placement in a film, answer the following questions.

Name of the product being advertised.

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Name of the film in which it was placed.

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(a) Describe how the product was shown in the film.

(2)

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(b) How did the nature of the film relate to the nature of the product being shown in the film?

(4)

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(c) Assess any negative aspects of this product placement in terms of it effectively promoting the product.

(4)

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(Total for Question 10 = 10 marks)

TOTAL FOR PAPER = 90 MARKS

