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Questions 1 to 4 relate to promotional campaigns used by *Post Office Ltd.*

Figure 1

Post Office Ltd started producing its new, free, quarterly customer magazine, 'Keeping you Posted', in 2006. This magazine is available on-line and can also be picked up at post offices.

The magazine includes details of new products and services as well as an A-Z guide of all the Post Office's products and services. The Spring 2007 edition also included eight competitions and articles on the following:

- the Post Office's heritage
- travel and leisure
- people's homes
- people's money and finance
- a profile of why Prince Charles cares about the community.

1. Explain **one** feature shown above, **other** than the competitions, that would attract customers to this magazine.

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Q1

(Total 3 marks)



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2. The Spring 2007 version was available for customers to pick up in post offices. This was an 84 page A5 size (half A4) glossy, coloured magazine.

(a) Outline **one** benefit to the customer of the magazine being A5 size.

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(3)

(b) List **three** distinct decisions that *Post Office Ltd* will need to make before it produces the A5 magazine.

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(c) Discuss the benefits to *Post Office Ltd* of having this magazine on-line compared to having it available to be picked up in post offices.

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Q2

(Total 14 marks)



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3. Most of the competitions in 'Keeping you Posted' do not relate directly to products or services found in a post office.

(a) Explain what type of promotion these kinds of competitions are.

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(3)

(b) How would running the following competitions in the magazine help *Post Office Ltd* to promote its business?

(i) The opportunity to win £150 in postal orders if a reader sends in a letter about a post office product they have recently bought and really liked.

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(ii) The opportunity to win £6 000 worth of electrical goods simply by filling in the competition coupon and sending it in.

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(5)

When readers send in their competition entries, the entry form has boxes which readers can tick if they do not want to be contacted by the business by post, phone or email.

(c) Explain why the business does this.

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(3)

Q3

(Total 16 marks)





4. Explain why *Post Office Ltd* would be unable to measure the effectiveness of its magazine simply through recording the number of magazines printed and distributed to post offices.

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Q4

(Total 6 marks)



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Questions 5 to 7 relate to the information given below.

Figure 2

Parees Barot owns five garages and showrooms in the Manchester area where new and second hand cars are sold and customers' cars are repaired. These outlets have been very successful but there is spare capacity. He is, therefore, thinking about advertising on regional television with the objective of using the spare capacity. He has found the details shown on **Table 1** about advertising with ITV1 *Granada*.

Table 1 – Bronze, Silver and Gold rates as at 1st January 2006

Package	10 sec.	20 sec.	30 sec.	Timing	Details
Bronze	£8 760	£11 680	£14 600	3 peak time 7 off-peak	Subsidy towards basic graphics package and voice over. Use of client's still photographs or artwork.
Silver	£13 140	£17 520	£21 900	5 peak time 10 off-peak	As for Bronze, plus additional library music.
Gold	£17 520	£23 360	£29 200	7 peak time 13 off-peak	As for Silver, but the graphics package has digital effects.

Source: Adapted from ITV *Granada*

5. Giving a suitable example, outline the meaning of the following words as used in **Table 1**.

(i) Off-peak

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(ii) Voice over

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(iii) Library music

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Q5

(Total 6 marks)



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6. Parees is thinking of starting with the Bronze package but he is aware that he does not have the skill to create sophisticated artwork and will have to rely on the use of still photographs of his garages and showrooms.

(a) What would be the limitations of using only still photographs for promoting the garages and showrooms?

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(5)

Parees uses still photographs to sell cars in local newspapers.

(b) Using **one** example for the sale of a car, show how the Trade Descriptions Act constrains the information Parees can include with these photographs.

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(3)

Q6

(Total 8 marks)





<p>Parees could afford to buy any of the packages shown on Table 1.</p> <p>7. Considering the data shown in Figure 2 and on Table 1, justify to Parees the best package to help meet his objective of using the spare capacity.</p> <p>Package advised (Bronze or Silver or Gold)</p> <p>Time of each advertisement advised (10 or 20 or 30 seconds)</p> <p>Justification</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>Leave blank</p> <p>Q7</p> <p><input type="text"/></p>
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Questions 8 to 10 are based upon parts of real promotional campaigns that you have studied during your course.

8. Most high street stores use window displays to promote their products and often this is done with just the products and perhaps their prices being shown.

With reference to one high street business you have studied, which promotes its products in this way, answer the following questions.

(a) Name the high street business

What kinds of products are shown in the window display?

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(1)

(b) Show how the display has been created to achieve the following promotional objectives:

Attracting attention

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Enhancing the business's image

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(6)

(c) Explain why **this** window display would need to change over time.

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(3)

(Total 10 marks)

Q8

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9. Some promotional material is primarily designed to provide information rather than to persuade customers to buy products.

With reference to a real business that uses print media to provide this kind of information, answer the following questions.

(a) Name the business or product.

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What is the main information that is being provided?

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(1)

(b) Using examples of the actual information being provided, explain why the business uses this kind of informative promotion rather than persuasive promotion.

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(6)

(c) Justify **one** non-print media method that is, or could be, used to provide the same information.

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(3)

Q9

(Total 10 marks)



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10. With reference to a real business that you have studied, which has used telephone calls as part of its marketing campaign, answer the following questions.

(a) Name the business

Identify the product or service being promoted

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Identify the time of day when most calls were made

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(2)

(b) Discuss the benefits of using the telephone as a method of promoting **this** particular product or service.

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(c) List **three** distinct constraints that may make this method of promotion ineffective.

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(Total 10 marks)

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Q10

TOTAL FOR PAPER: 90 MARKS

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