Centre No.					Pape	er Refer	ence			Surname	Initial(s)
Candidate No.			6	9	2	1	/	0	1	Signature	

Paper Reference(s)

6921/01

Edexcel GCE

Applied Business

Unit 6: Investigating Promotion Monday 2 June 2008 – Morning

Time: 1 hour 30 minutes

Materials	required	for	examination
Nil			

Items included with question papers

eam Leader's use only							

Examiner's use only

Question Number	Leave Blank
1	
2	
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5 6	
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Instructions to Candidates

In the boxes above, write your centre number, candidate number, your surname, initial(s) and signature. The paper reference is shown above.

Check that you have the correct question paper.

Answer ALL the questions. Write your answers in the spaces provided in this question paper. Additional answer sheets may be used.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2). There are 10 questions in this question paper. The total mark for this paper is 90. There are 16 pages in this question paper. Any blank pages are indicated.

Advice to Candidates

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically, including your use of grammar, punctuation and spelling. Include diagrams in your answers where these are helpful.

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Questions 1 to 4 relate to the information about 'Deal or No Deal' shown in Figure 1.

Figure 1

The United Kingdom (UK) version of 'Deal or No Deal' is a television (TV) game show in which studio contestants can win between 1p and £250 000. Viewers can also phone or email in to win a daily prize of £1 000, £2 000 or £10 000 with a rollover of up to £30 000 if the top prize was not won. A new game is shown every weekday from 4.15–5.00 p.m. and on Sundays from 4.55–5.45 p.m. A repeat of one of these programmes is shown on Saturdays from 5.10–6.00 p.m., for which there is no viewer prize.

For the week ending the 4th of March 2007, the programme had over 3 million viewers on Monday, Tuesday, Wednesday and Sunday, which was the 4th to 7th highest ratings for Channel 4 viewing. Thursday and Friday had over 2.8 million viewers. The Saturday repeat had less than 2 million viewers.

1. This programme was sponsored in 2006 and 2007 in a multi-million pound deal by BT's The Phone Book, which provides a directory service of telephone numbers. The sponsorship deal includes an agreement that the programme producers state that the programme is sponsored by The Phone Book each time it is shown and that linked advertisements are used at each commercial break.

(a)	Considering how the programme works, why was 'Deal or No Deal' a particularly suitable programme for BT to sponsor?
	(2)



(6) (c) Explain why sponsoring this kind of programme might create negative publicity for BT. (3) (Total 11 marks)		
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	(c)	Explain why sponsoring this kind of programme might create negative publicity for <i>BT</i> .
(Total 11 marks)		
		(3)

Leave blank

2. On Saturday 17th March 2007, during the 5.40 p.m. break in the show, eight businesses other than *BT* advertised. **Table 1** shows the businesses and the products being advertised.

Table 1

Business	Product
Chicago Town	Pizza
Expedia	Holidays
Guinness	Guinness drink
Fiat (Cars)	Punto Grande
The Automobile Association	Car Insurance
The Co-op (Supermarket)	Scottish Salmon
Just for Men	Hair colouring
B & Q	Garden equipment

(a) Explain which two of these businesses are likely to have chosen March as the best

time to advertise their product.
1
2
(6)

draw	
1	
•••••	
2	
•••••	
•••••	
3	
	(6)
	(Total 12 marks)

5

Turn over

(a) Why might the viewers of the programme not be affected by the advertisements? (b) Advise these businesses on how they could cost-effectively check advertisements had reached target audiences across the UK.	(3)
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	•••••
	(5)
	(5) 8 marks)

4.	Adv	vertising on Channel 4 is restricted to a maximum average of seven minutes per hour.	Le bla
	(i)	Identify the organisation responsible for setting this limit.	
		(1)	
	(ii)	State why this limit is set.	
		(2)	Q4
		(Total 3 marks)	

Leave blank

Questions 5 to 7 relate to promotional campaigns used by Tolvaddon Farm Ltd.

Figure 2

Tolvaddon is located in the North of Cornwall, 4 miles from the sea. Originally it was simply a 200 acre farm but now many of the buildings have been converted into cottages for holiday lets. There is a farm shop, a tea room and visitor trails that allow people to see the animals and the work done on the farm.

A wide range of promotional methods are used including road side signs, advertisements in the press, a multi-page website and even a large helium balloon floated over the tea room in the summer.

The target population for the holiday lets is the rest of the United Kingdom (UK), the United States (USA) and the European Union (EU).

The target population for the farm shop and tea room is mainly locals, people staying in the cottages or people passing by.

5.	(a)	Why would the helium balloon be considered ambient advertising?
		(2)



(b) Cor	nsidering the products and services <i>Tolvaddon</i> offers, explain
(i)	which target group the road side signs are most likely to be aimed at.
	(3)
(ii)	which target group the website is most likely to be aimed at.
	(3)
	(Total 8 marks)

nd the other has to be bought. The free, black and white 'Gazette' is available monthly in only seven small towns near to where the farm is located. The full colour 'Cornisl Guardian' is a weekly publication for the whole of the North of Cornwall. a) Analyse how <i>Tolvaddon</i> 's production requirements for advertisements in these two publications are likely to differ.
a) Analyse how <i>Tolvaddon</i> 's production requirements for advertisements in these two publications are likely to differ.
(6
(•

	newspaper would be most effective in reaching this target
group.	
	(6)
	(Total 12 marks)

			Leave
7.		ten creating its multi-page website the owners of <i>Tolvaddon</i> had to employ the services a specialist website design firm.	
	(a)	Examine the internal constraints within <i>Tolvaddon</i> that are likely to have forced the owners to have the website designed by another business.	
		(4)	
	(b)	List two drawbacks to <i>Tolvaddon</i> of using specialist website designers.	
		2	
		(2)	Q7
		(Total 6 marks)	

		to 10 are based upon parts of real promotional campaigns that you have ing your course.
	-	usinesses still use large roadside billboards for advertising. With reference to one recent advertisement using this method, answer the questions below.
(a)	Nan	ne or describe the product/service being advertised
	Stat	te the specific location of the advertisement
		(1)
(b)	(i)	Analyse one feature used in this advertisement that made it particularly suitable for a large billboard placement.
		(3)
	(ii)	Analyse one feature used in this advertisement that made it particularly suitable for advertising this product.
<i>(</i>)	Г	
(c)	-	plain why the specific location chosen was so important for the effectiveness of this ertisement.
	•••••	
		(3)



a) Identify and describe the product.	
	(1)
Describe the way in which this product is being promo	oted to mothers.
	(3)
	(4)
d) Outline one possible negative effect of this way of pro	omoting to the target audience.

(a) N	ame the product being promoted
VV	here was it being sold?
G	ive details of the special offer
	(2)
	nalyse the features of the advertising on the packaging that made the special offer fective.
••	
•••	
	(6)
	(6) escribe a legal constraint that would apply to how the special offer was advertised
	(6) escribe a legal constraint that would apply to how the special offer was advertised
	(6) escribe a legal constraint that would apply to how the special offer was advertised
	(6) escribe a legal constraint that would apply to how the special offer was advertised
	(6) escribe a legal constraint that would apply to how the special offer was advertised in the packaging.



