

Mark Scheme (Results)

Summer 2008

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.

For all questions, accept any reasonable answer if it is correct

Question Number	Answer	Mark
1(a) <u>A01</u> MB1 = 1 <u>A02</u> MB2 = 1	<ul style="list-style-type: none"> Viewers can participate by phoning/emailing the programme – <i>BT</i> provides phone/internet services. A daily prize can be won by phoning in – The Phone Book provides a telephone directory service. 	<p>1 mark for relevant feature of the programme</p> <p>1 mark for why that makes it particularly suitable for <i>BT</i></p> <p style="text-align: right;">(2 marks)</p>

Question Number	Answer	Mark
1(b) <u>A01</u> MB2 = 1 <u>A02</u> MB1 = 1 MB2 = 1 <u>A03</u> MB1 = 1 MB2 = 1 <u>A04</u> MB1 = 1	<ul style="list-style-type: none"> High audience numbers – over 3 million on each of four days – around 20 million viewers in a week – viewers will see who has sponsored the programme – may be influenced to think about The Phone Book when looking for a number. <i>BT</i> has the right to advertise in the breaks – there are a number of breaks in a 45/50 minute programme – each break will start with a Phone Book advertisement – this will reinforce any message – encourage viewers to use The Phone Book. The potential prize is very high – up to £250 000 – this is available six days a week – The Phone Book will be associated with providing these prizes – will create good PR/corporate image. 	<p>1 mark for positive feature of programme (maximum 2 marks)</p> <p>1 mark for detail/or why it comes from the programme (maximum 2 marks)</p> <p>1 mark for how this benefits <i>BT</i> (maximum 2 marks)</p> <p style="text-align: right;">(6 marks)</p>

Question Number	Answer	Mark
1(c) <u>A02</u> MB2 = 1 MB3 = 1 <u>A03</u> MB2 = 1	<ul style="list-style-type: none"> The lowest prize is only 1p – many contestants could get low prizes – <i>BT</i> may be seen as ungenerous. May be associated with gambling – many people disapprove of gambling – may therefore disapprove of <i>BT</i>/not watch the show. These programmes have been associated with conning the public – viewers being allowed to phone in when viewers' prizes have already been awarded – that would also create a negative image for the sponsor. 	<p>1 mark for relevant nature/feature of the programme</p> <p>1 mark for why that would be negative</p> <p>1 mark for why negative for <i>BT</i></p> <p style="text-align: right;">(3 marks)</p>

Question Number	Answer	Mark
<p>2(a)</p> <p>AO1 MB2 = 2</p> <p>AO2 MB1 = 2 MB2 = 2</p>	<ul style="list-style-type: none"> Expedia – people will be thinking about the summer holidays – March will be a good time to encourage people to buy holidays. B & Q – people will be thinking about getting into the garden as the weather improves – March signals the beginning of spring. Fiat (cars) – many people want to buy cars that will be seen as being new – new half year registration date is in March. <p>(Allow other businesses if a valid argument is given as to why March is important, e.g., with Guinness and St. Patrick's Day)</p>	<p>1 mark for the business when explained</p> <p>1 mark for relevant feature of the product or the target population</p> <p>1 mark for why March is important.</p> <p>(1 + 1 + 1) x 2</p> <p>(6 marks)</p>

Question Number	Answer	Mark
<p>2(b)</p> <p>AO3 MB1 = 2 MB2 = 2 MB3 = 2</p>	<ul style="list-style-type: none"> Lowest viewer figure of the week – less of the target market being reached. This is a repeat show – many potential customers will not bother tuning in. There is no viewer prize – may feel <i>BT</i> is not being as generous as it could be. Target audience may be watching other main programmes/sports results and news – expensive advertising will be less effective. 	<p>1 mark for each distinct feature of the time</p> <p>1 mark for why it is a drawback for the businesses</p> <p>(1 + 1) x 3</p> <p>(6 marks)</p>

Question Number	Answer	Mark
3(a) AO2 MB1 = 1 MB2 = 1 MB3 = 1	<ul style="list-style-type: none"> • May get up to make a cup of tea – would then miss the advertisement – viewer's main interest is in seeing the show. • Some advertisements better than others – will be attracted to the best ones – there were 8 being shown. 	<p>1 mark for distinct factor (maximum 2 marks)</p> <p>1 mark for why that would lead to not being affected</p> <p>1 mark for application to this show/ or the businesses advertising.</p> <p>(1 + 1 + 1) or (2 + 0 + 1)</p> <p>(3 marks)</p>

Question Number	Answer	Mark
3(b) AO1 MB3 = 2 AO2 MB3 = 1 AO4 MB3 = 2	<ul style="list-style-type: none"> • Use existing research data that checks detailed viewing habits – questions could be added that relate to the particular advertisement – negative and positive answers would allow the business to check if it did reach the target audience – surveys are already set up – likely to have lower costs. • Set up focus groups across the UK – select members who are known to watch these kind of shows – ask questions related to the specific advertisement – only those who watch the shows are asked – helps to keep research cost down/money is not wasted researching non-viewers. <p>(Do not accept just a basic method, e.g. focus group, questionnaire, etc., unless it is shown to be used in a relevant way)</p>	<p>1 mark for method</p> <p>1 mark for how this would help check if target audience was reached (maximum 2 marks)</p> <p>1 mark for why it would be cost effective (maximum 2 marks)</p> <p>(5 marks)</p>

Question Number	Answer	Mark
4 (i) AO1 MB1 = 1	<ul style="list-style-type: none"> • Ofcom (not the ASA). • Office of Communications 	<p>1 mark for organisation</p> <p>(1 mark)</p>

Question Number	Answer	Mark
4 (ii) AO1 MB2 = 1 MB3 = 1	<ul style="list-style-type: none"> Viewers tune in to see the programmes – the advertisements detract from that pleasure. Commercial stations want as many advertisements as possible because they generate income – might mean lower standard of programmes. 	<p>1 mark for basic reason why the limit is set</p> <p>1 mark for development</p> <p>(2 marks)</p>

Question Number	Answer	Mark
5(a) AO1 MB1 = 1 AO2 MB1 = 1	<ul style="list-style-type: none"> Outside of the home – floating above the tea room. In the environment – out in the countryside as people drive past. Non-standard – large helium balloons are not normally used to advertise farmhouse tea rooms. 	<p>1 mark for feature of ambient advertising</p> <p>1 mark for how that applies to the balloon</p> <p>(2 marks)</p>

Question Number	Answer	Mark
5(b) AO1 MB1 = 2 AO2 MB1 = 2 MB2 = 1 MB3 = 1	<p>(i) <u>Road side signs</u></p> <ul style="list-style-type: none"> Local people/passing tourists – the farm shop/tea rooms – will inform locals/passing tourist that the shop/tea room is there/is open. <p>(ii) <u>Website</u></p> <ul style="list-style-type: none"> Holiday makers – wanting to rent a holiday let – likely to come from some way away, even abroad, so website is the only named media they will have access to. 	<p>1 mark for correct target group</p> <p>1 mark for correct product identified</p> <p>1 mark for why the method is suitable for that group/product</p> <p>(1 + 1 + 1) x 2</p> <p>(6 marks)</p>

Question Number	Answer	Mark
6(a) <u>AO1</u> MB1 = 2 <u>AO2</u> MB1 = 2 <u>AO3</u> MB1 = 1 <u>AO4</u> MB1 = 1	<ul style="list-style-type: none"> • How often new copy might be needed – the Gazette is monthly whilst the Guardian is weekly – may need to produce four times as many advertisements for the Guardian – would not be affected if new copy was not required. • Use of colour – Gazette is black and white whilst the Guardian is full colour – colour copy likely to be needed in the Guardian to compete with other colour advertisements – will need facilities for colour photography/ colour printer. • What content is to be included – the Gazette is monthly, the Guardian is weekly – details of what is on the farm may change from week to week – this can be updates for the Guardian but not for the Gazette. 	1 mark for basic production requirement created by the difference in the papers (maximum 2 marks) 1 mark for why that comes from the different features of the publications (maximum 2 marks) 1 mark for how the feature will affect the production requirements (maximum 3 marks) (Maximum of 4 marks if only one difference in production requirements is taken) (6 marks)

Question Number	Answer	Mark
6(b) <u>AO4</u> MB1 = 3 MB2 = 2 MB3 = 1	<ul style="list-style-type: none"> • The Gazette is free to the public – The Guardian has to be paid for – more people may pick up the free paper – the target market is US tourists – they have paid to get to the UK so are unlikely to worry about the cost of a paper – other features such as colour will be more important so should go for Guardian. • The Gazette is only in 7 small towns – the Guardian is throughout North Cornwall – the Guardian will have a wider catchment area – the American tourists may be anywhere in Cornwall – more likely to come across the Guardian – in terms of reaching the target group the Guardian will be more effective. 	1 mark for relevant feature of the paper 1 mark for comparison to the other paper 1 mark for why effective 1 mark for application to the target group (maximum 2 marks) 1 mark for reasoned conclusion (6 marks)

Question Number	Answer	Mark
7(a) AO1 MB1 = 2 AO2 MB1 = 2	<ul style="list-style-type: none"> • Lack of skilled staff – most staff are involved with farming, retailing, renting – will not have been trained to be web designers. • Lack of specialist resources – the business is not involved with computer technology – will not have the software necessary. 	<p>1 mark for internal constraint (maximum 2 marks)</p> <p>1 mark for why that constraint occurs in this business (maximum 2 marks)</p> <p style="text-align: right;">(4 marks)</p>

Question Number	Answer	Mark
7(b) AO1 MB1 = 2	<ul style="list-style-type: none"> • Additional cost. • Will need to use them each time an update is required. • Time will be needed to arrange meetings. • Unless <i>Tolvaddon's</i> specifications are very detailed there may be a difference in what the designer creates and what <i>Tolvaddon</i> wants. 	<p>1 mark for each drawback</p> <p style="text-align: right;">(2 marks)</p>

Question Number	Answer	Mark
8(a) A01 MB1 = 1	(McVitie's chocolate digestive biscuits have been used as an example for Q8) <u>Name/description of product</u> – McVitie's chocolate digestive biscuits. <u>Location</u> – Churchill Way, Salisbury.	1 mark for name/description of product and for location of advertisement (1 mark)

Question Number	Answer	Mark
8(b) A03 MB1 = 2 MB2 = 1 MB3 = 1 A04 MB1 = 1 MB2 = 1	<u>(i) Large billboard placement</u> <ul style="list-style-type: none"> • Very few words being used – made the message stand out – easily seen by passing drivers and passengers. • Simple large shapes and colours – easy to identify the message – even when it is only being seen for a few seconds. <u>(ii) This product</u> <ul style="list-style-type: none"> • The main words chosen' – 'Whole lot of wholemeal'/'Share the goodness of McVitie's' – getting across the message of a wholesome product. • The 'O's in the message were chocolate biscuits – creating interest through humour – identifying the product directly. • Background with different bands of brown in stripes – making the message stand out – and relating it to the wholemeal and the chocolate. 	1 mark for appropriate feature. 1 mark for why that would make it suitable for a large billboard/for the chosen product (maximum 2 marks) (1 + 2) x 2 (6 marks)

Question Number	Answer	Mark
8(c) A02 MB1 = 2 A03 MB1 = 1	<ul style="list-style-type: none"> • Next to the roundabout halfway down Churchill Way – would be seen as vehicles slow down to go round the roundabout – the longer it is seen the more effective it is likely to be. • To the side of traffic light – vehicles will have to stop when the lights are red – so occupants will have more time to see the advertisement. • On the side of the western by-pass to the city – will have a large number of vehicles passing – will mean it reaches a large target audience. 	1 mark for feature of the location 1 mark for why that made it important for effectiveness (maximum 2 marks) (3 marks)

Question Number	Answer	Mark
9(a) AO3 MB1 = 1	(<i>Iceland</i> has been taken as an example for Q9) Identify and describe the product. <ul style="list-style-type: none"> <i>Iceland</i> Supermarket, the full range of foods and drink. 	1 mark for identification and description of the product (1 mark)

Question Number	Answer	Mark
9(b) AO1 MB1 = 1 MB2 = 1 MB3 = 1	<ul style="list-style-type: none"> Use of banners in advertisements/shop windows – states ‘...so that’s why mums go to <i>Iceland</i>’ – changed for a time to ‘mums are heroes’. 	1 mark for way 1 mark for each distinct point of description (3 marks)

Question Number	Answer	Mark
9(c) AO2 MB2 = 1 MB3 = 1 AO3 MB3 = 1 AO4 MB3 = 1	<ul style="list-style-type: none"> The banner advertising makes the message stand out – emphasises the importance of being a mum – will make mums feel particularly welcome at <i>Iceland</i>. Kerry Katona fronts the advertisements – voted celebrity mum in 2002/2005 – mothers will relate to her – may feel as she is recommending <i>Iceland</i> it must be special. 	1 mark for feature of the way (maximum 2 marks) 1 mark for why that would make it effective for target audience (maximum 3 marks) (4 marks)

Question Number	Answer	Mark
9(d) AO1 MB1 = 1 MB2 = 1	<ul style="list-style-type: none"> Some mothers may be offended by this – it stereotypes women as doing the shopping. Men/fathers may feel that they are less important to <i>Iceland</i> – the promotion focuses on mothers and ignores men/fathers. 	1 mark for negative effect 1 mark for why it comes from mothers being targeted (2 marks)

Question Number	Answer	Mark
10(a) AO1 MB1 = 2	(<i>Cadbury</i> drinking chocolate has been taken as an example for Q10) <u>Name and where sold</u> – <i>Cadbury</i> drinking chocolate, sold in <i>Somerfield</i> supermarket. <u>Special offer</u> <ul style="list-style-type: none"> 50% extra free. 	1 mark for name of product and where sold 1 mark for details of the special offer (2 marks)

Question Number	Answer	Mark
10(b) AO1 MB2 = 1 AO2 MB2 = 1 MB3 = 1 AO3 MB2 = 2	<ul style="list-style-type: none"> 50% extra free written in large capitals – makes the offer stand out – customers more likely to be persuaded because of this. Words placed on a yellow band – contrasts with the purple background – draws customers attention to it. Main message repeated round the top of the container – can be seen despite the way it is put on the shelf – will help ensure customers see the offer as they pass. Offer also made in terms of the weight – ‘750g for the price of 500g’ – helps to convince customers that they are getting a bargain. 	1 mark for feature (maximum 2 marks) 1 mark for why that made the advertising effective (maximum 4 marks) (Maximum of 4 marks for one feature explained) (6 marks)

Question Number	Answer	Mark
10(c) AO1 MB1 = 1 MB2 = 1	<ul style="list-style-type: none"> Must not put on misleading prices – Consumer Protection Act. Must not make false claims about the product/state 50% free when there is less than 50% – Trade Descriptions Act. As this is part of an advertisement it must be honest and truthful – Control of Misleading Advertisements Regulations 1988. The weight must be the minimum stated on the package – Weights and Measures Act/ Weights and Packaged Goods Regulations. 	1 mark for constraint (maximum 2 marks) 1 mark for named legislation (2 marks)

6921 – Investigating Promotion – June 2008 – Content and AOs Grids

Content area distribution

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

AOs Grid – 6921 June 08

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								2
1 (b)		1		1	1		1	1		1			6
1 (c)					1	1		1					3
2 (a)		2		2	2								6
2 (b)							2	2	2				6
3 (a)				1	1	1							3
3 (b)			2			1						2	5
4	1	1	1										3
5 (a)	1			1									2
5 (b)	2			2	1	1							6
6 (a)	2			2			1			1			6
6 (b)										3	2	1	6
7 (a)	2			2									4
7 (b)	2												2
8 (a)	1												1
8 (b)							2	1	1	1	1		6
8 (c)				2			1						3
9 (a)							1						1
9 (b)	1	1	1										3
9 (c)		1	1			1				1			4
9 (d)	1	1											2
10 (a)	2												2
10 (b)		1			1	1		2	1				6
10 (c)	1	1											2
Total	17	9	5	13	8	6	8	7	4	7	3	3	90
Target													
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	13	9	5	11	6	5	6	5	3	5	2	2	
Balance	45	27	18	80									
Target	45	27	18	90									