

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Applied Business

Unit 6: Investigating Promotion

Thursday 13 January 2011 – 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 on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

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 5 relate to the information about *The Messenger* shown in Figure 1.

Figure 1

The Messenger is a local evening newspaper for a city in the North of England. *The Messenger* is sold each weekday, with a larger weekend edition on Saturdays.

In common with many local newspapers, *The Messenger* also has an extensive website. This website includes the following features:

- A wide range of news stories from recent editions.
- Advertisements from local and national businesses with links to their websites.
- Online facilities for businesses and private individuals to place classified advertisements.
- A full five-day weather forecast for the city and surrounding towns and villages.
- Recordings of sample tracks from local bands, available to play or download free of charge.
- Full front and back pages of the newspaper, updated each day.

1 *Homeland Furniture* is currently advertising its January furniture clearance sale on the home page of *The Messenger's* website.

(a) Outline why *Homeland Furniture* is likely to want a link to its own website.

(3)

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(b) Advise *Homeland Furniture* on another suitable way it could encourage people to check out its own website to find information about the clearance sale.

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(Total for Question 1 = 8 marks)



2 Examine why providing the weather forecast and recordings of sample tracks from local bands is part of public relations promotion for *The Messenger*.

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(Total for Question 2 = 5 marks)



3 Analyse the benefits to local bands of publicising themselves through the website rather than in the printed newspaper.

(7)

A series of horizontal dotted lines for writing the answer to Question 3.

(Total for Question 3 = 7 marks)



4 Each week *Castaldi Opticians* places a simple crossword in the Saturday edition of *The Messenger*. All correct entries have a chance of winning one weekly prize of 10% off any single pair of glasses purchased.

(a) Identify why this would be a cost effective method of promotion for *Castaldi Opticians*.

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The Messenger receives payment each time the crossword is placed in the paper.

(b) How else could this form of promotion benefit *The Messenger*?

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(Total for Question 4 = 10 marks)



The Messenger has a current objective of increasing sales of its printed daily evening newspaper. Each day *The Messenger* lets visitors to the website download the first and last pages of that day’s paper. The front page has details of what can be found on the other pages and four short local news articles, with a final comment that the full story is on one of the inside pages. The back page has full articles on four or five sports reports. There is also a link that lets people place an order for the daily evening newspaper.

The website also has copies of full articles from many parts of the previous week’s papers.

***5** Evaluate how allowing people to read the front and back pages of the paper online on the day it is published is likely to be effective in meeting *The Messenger’s* current objective.

(11)

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(Total for Question 5 = 11 marks)

Questions 6 and 7 relate to *Markham Sheds*.

Figure 2

Markham Sheds produces a range of self-assembly wooden buildings and furniture. Production takes place in a village near Hailsham in Sussex where the business has most of its products on display on land next to the workshop. Customers can order items from the workshop or from the business's website.

Delivery is free to customers who live within 5 miles of the workshop, which includes the towns of Hailsham (population 20,000) and Eastbourne (population 90,000). All other customers are charged for delivery, with the cost rising depending on how far away they are. However, no charge is made for deliveries to Brighton (population 250,000) which is 18 miles away.

6 (a) What would be the likely reasons for offering free delivery to customers in Brighton?

(4)



Lewes (population 16,500) is 12 miles from the workshop, and on the road between the workshop and Brighton. Customers in Lewes are charged a minimum of £5.00 for delivery.

(b) Explain how people in Lewes are likely to react to the differences in delivery charges for them and for customers in Brighton.

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(Total for Question 6 = 8 marks)



(Total for Question 7 = 11 marks)



Questions 8 – 10 are based upon parts of real promotional campaigns that you have studied during your course.

8 With reference to a UK or multinational business which has advertised its goods or services on the sides of public transport vehicles, answer the following questions.

Name of the business

Good or service being advertised

Type of public transport used for the advertisement

(a) (i) Describe **two** details shown on the advertisement. (2)

1

2

(ii) For each detail you have given in part (i), show why this detail was important in making the advertisement effective. (4)

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(b) Explain why this form of ambient advertising was suitable for reaching the business's target population.

(4)

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(Total for Question 8 = 10 marks)



9 Effective promotion needs to ensure that it creates desire in the target audience and achieves action by the target audience.

With reference to a UK or multinational business that has successfully used promotion to achieve these two objectives, answer the following questions.

Name of business and/or product being promoted

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Method of promotion being used

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(a) Providing details from the promotion, explain how each of the following objectives was achieved:

(6)

creating desire

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achieving action

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It is unlikely that the promotion would have been successful in terms of these objectives with all of the business's target audience.

(b) Analyse limitations that are likely to have stopped the promotion being successful in achieving these objectives.

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(Total for Question 9 = 10 marks)



10 All businesses selling goods must follow legislation governing trade descriptions relating to the goods.

With reference to a business that has been prosecuted for being in breach of a part of that legislation, answer the following questions.

Name of the business in breach of the legislation.

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(a) State the main requirement of the legislation.

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(b) Give details of how this business broke the requirements of the legislation.

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(c) Describe how the breach of the legislation was identified.

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(d) State the ruling of the court that judged the breach of the legislation.

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(Total for Question 10 = 10 marks)

TOTAL FOR PAPER = 90 MARKS



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