

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Applied Business

Unit 6: Investigating Promotion

Monday 21 May 2012 – 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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Questions 1 to 4 relate to the information about promoting Carte Noire coffee shown in Figure 1.

Figure 1

Carte Noire coffee is produced by *Kraft Foods Ltd.* This is just one of its coffee products. Others include Kenco, Rappor, Maxwell House, Mellow Birds and Café Hag.

For *Kraft Food's* 2009/2010 campaign it created Carte Noire Readers, targeted at women. On its Carte Noire website visitors could watch videos of many well-known male actors reading extracts from a mix of classic and modern romantic novels, published by *Penguin*.

To support the campaign *Kraft Foods* also used the following additional forms of promotion:

- National television and national press advertisements.
- Sponsorship of Classic FM's Sunday night Magazine Show and daily coffee time readings from *Penguin* books on Classic FM.
- A live road show at the Birmingham Bullring where visitors could hear readings from the novels as they relaxed and enjoyed a free cup of coffee.
- Samples of coffee sent with the Co-operative's magazine. The magazine is sent out by the supermarket chain to all its members' homes.
- A competition to win one of ten luxury, all expenses paid, spa breaks for customers visiting the website.

1 In order to maximise sales of all of its coffee brands *Kraft Foods* needs to create different images for each of its brands.

(a) Why should *Kraft Foods* use promotion to establish a distinct brand image for each of its coffee products?

(5)

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(b) How would you create an effective promotional image for a new coffee product called 'First Choice'?

(4)

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(Total for Question 1 = 9 marks)



(c) Why might there be drawbacks for *Kraft Foods* in using the Co-operative's magazine in which to send out the samples?

(4)

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(Total for Question 2 = 11 marks)



The Carte Noire Readers website includes a box, next to which is written: 'If you would like to sign up to a *Penguin* newsletter, please click here.'

4 Examine the likely reason for this being included on the Carte Noire Readers website. (4)

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(Total for Question 4 = 4 marks)



Questions 5 to 7 relate to *DIY Deco Ltd*.

Figure 2

DIY Deco Ltd produces a range of DIY decorating materials for use in the home. Its products are available in major DIY retailing outlets throughout the UK.

5 *DIY Deco* would like to use the name 'Deco' to promote its products. It is, therefore, checking if this trade name is being used by any other business.

(a) Explain why customers are protected by legislation that prevents businesses from using trade names that are already being used by another business.

(4)

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(b) Assess how effective it is likely to be if *DIY Deco* only used the name 'Deco' to promote its products.

(4)

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(Total for Question 5 = 8 marks)



Most DIY retailers stock decorating products from a number of different producers, as well as their own ranges. It is, therefore, a very competitive market.

7 Other than the DVDs, advise *DIY Deco* on how it could use in-store promotional techniques to make its own products stand out.

(6)

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(Total for Question 7 = 6 marks)



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

8 Many theatres, cinemas and television channels use moving image to promote future performances, films or programmes.

With reference to a specific performance, film or programme that was promoted using moving image, answer the following questions.

Name of theatre, cinema or television channel

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Name of performance, film or programme being promoted

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(a) How did the business ensure that the right target audience saw the moving image promotion?

(4)

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(b) Describe how the moving image promotion was used to create attention and desire in the target audience.

(6)

Attention

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Desire

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(Total for Question 8 = 10 marks)



9 Using business card sized advertisements is a common form of promotion for many small businesses advertising their services. These cards usually use both informative and persuasive promotion.

With reference to a business that uses business card sized advertisements to promote its business, answer the following questions.

Name of business

Type of service being promoted

(a) State **one** piece of information provided on the card, other than the name of the business. (1)

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(b) Describe **one** part of the card that is designed to be persuasive promotion. (1)

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(c) Explain the benefits of using business card sized advertisements to promote this business. (4)

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(d) Compare the effectiveness of this form of promotion to any **one** other method used by the business.

(4)

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(Total for Question 9 = 10 marks)



10 With increasing numbers of people over 60 or retirement age, businesses are targeting some of their promotions at this target market.

With reference to a business that uses special offers to target people over 60 or retirement age, answer the following questions.

Name of the business

Main type of goods or services it provides

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(a) Describe the special offer the business provided to people in this target age range. (2)

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(b) How did the business promote the special offer to the people in this target age range? (4)

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In order to promote the special offer the business will need to state that the offer is limited to people over 60 or retirement age.

(c) Explain why this might raise an ethical consideration for the business.

(4)

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(Total for Question 10 = 10 marks)

TOTAL FOR PAPER = 90 MARKS

