

Mark Scheme (Results)

January 2013

GCE Applied Business (6921)
Paper 01

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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

1(a)		
Using examples, outline <u>two</u> typical features that show that a business's products have a developed brand.		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB1 = 2 MB2 = 2</p>	<p>1 mark for feature (maximum 2 marks)</p> <p>1 mark for example linked to the feature (maximum 2 marks)</p> <p>(1 + 1) x 2</p> <p>(4 marks)</p>	<ul style="list-style-type: none"> • A particular colour may be used – Orange square is used for all Orange products. • A specific logo may be used – prancing black horse for <i>Lloyds TSB</i>. • A specific slogan may be used – 'You're worth it' use by <i>L'Oréal</i>. • A trade mark may be used – Coca-Cola is the registered trade mark for Coke, diet coke, etc.

1(b)		
Examine the benefits of branding for a business.		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB1 = 2</p> <p><u>AO2</u> MB1 = 2 MB2 = 1</p>	<p>1 mark for benefit (maximum 2 marks)</p> <p>1 mark for why it comes from branding (maximum 3 marks)</p> <p>(5 marks)</p>	<ul style="list-style-type: none"> • Makes the products more recognisable – the brand will be one used with all of the products – customers know that the products come from a particular business because of that brand. • Should be able to charge a higher price – customers associate a brand with higher quality – they are therefore willing to pay a higher price. • Easier to market new products – the brand will already be known to customers – will be more likely to trust new products with the same brand.

2(a) Why is this promotion an example of public relations?		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB1 = 1 MB2 = 1</p> <p><u>AO2</u> MB2 = 1 MB3 = 1</p>	<p>1 mark for understanding of term (may be implied)</p> <p>1 mark for example of PR for this promotion (maximum 2 marks)</p> <p>1 mark for why this shows PR (maximum 2 marks)</p> <p style="text-align: right;">(4 marks)</p>	<p><u>Meaning</u></p> <ul style="list-style-type: none"> Promotion that shows the business in a positive light. Positive publicity not paid for by the business. <p><u>Application</u></p> <ul style="list-style-type: none"> Tickets are earned by working voluntarily for the local community – this is a positive benefit for the local community – as Orange support this it will be seen as a business that cares about the community. Tickets can only be obtained by working for others – tickets are not on sale anywhere – Orange will be seen as encouraging young people to work for charity to earn tickets.

2(b) Advise Orange on the suitability of using newspapers to advertise this promotion.		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB3 = 2</p> <p><u>AO2</u> MB3 = 2</p> <p><u>AO4</u> MB1 = 1 MB2 = 1 MB3 = 1</p>	<p>1 mark for identifying likely target population</p> <p>1 mark for recognising type of newspaper is important (may be implied)</p> <p>1 mark for character of newspaper or target population (Maximum 2 marks)</p> <p>1 mark for why newspapers would or would not be suitable (maximum 3 marks)</p> <p style="text-align: right;">(7 marks)</p>	<ul style="list-style-type: none"> Teenagers and young adults – suitability will depend on the newspaper chosen – many of this age group do not read mainstream newspapers – an advertisement would not therefore be seen by the target population – however some newspapers, such as the NME, specialise in music – advertisement here would reach the intended target market. People interested in rock concerts – the choice of newspaper should reflect this interest – some newspapers have little news about these kinds of concerts – the broadsheets would not be a good place to advertise – some tabloids have many news items about celebrities – advertisements with the names of the performers, such as Lady Gaga, could be effective – would reach the target market as they read about other rock star celebrities.

3(a)	Why would this additional sales promotion of 2 for 1 pizzas be an effective promotion for Orange?	
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB1 = 1</p> <p><u>AO2</u> MB1 = 2 MB2 = 1 MB3 = 1</p>	<p>1 mark for nature of the promotion (maximum 2 marks)</p> <p>1 mark for why that makes the promotion effective for Orange (maximum 3 marks)</p> <p style="text-align: right;">(5 marks)</p>	<ul style="list-style-type: none"> • The deal is only available for holders of Orange tickets – customers will feel that they are receiving special treatment – will feel that Orange is being very generous – will encourage them to buy Orange’s services/would create good publicity/PR for Orange. • Would form part of a full evening out – this would be combined with the 2 for 1 cinema tickets – the deal is only available to Orange customers – would encourage people to use Orange as their mobile or broadband service provider.

	Considering the likely target market for Orange shown on <u>Table 1</u>, evaluate the suitability of the 'Orange Wednesdays' sales promotion.	
3(b)	Indicative content	
<p><u>AO1</u> MB1 = 2</p> <p><u>AO2</u> MB1 = 1 MB2 = 1</p> <p><u>AO3</u> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><u>AO4</u> MB1 = 2 MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> Relates to cinema tickets (1) – one ticket must be bought and the second is free (1) – the highest percentage group on Table 1 is the 35-44 year olds (2) – they are likely to be working so will have disposable income (2) – may well consider buying cinema tickets on a regular basis (2) – however that ignores nearly 80% of the market (3) – only the 75+ group are less likely to be going out to the cinema (3) – most of the other age groups are likely to consider going to the cinema at some time (3) – a wide range of films are shown in cinemas for all ages (3) – the target market is likely to be very wide and have many people who are interested in the cinema so it should be effective (4) – however, limiting this to just Wednesdays may make it difficult for some people to get to the cinema and so stop it being as effective (4). <p>(N.B. candidates may give effective answers that consider the additional offer of the 2 in 1 pizza deal, phone owners younger than 15, where people live if there is no cinema nearby, etc.)</p>	
Level	Mark	Descriptor
0	0	No rewardable material
Level 1	1 - 2	Statement of the basic nature of the promotion (may be implied). The candidate uses everyday language and the response lacks clarity and organisation and is difficult to comprehend. Spelling, punctuation and the rules of grammar are used with little accuracy.
Level 2	3 – 5	Selection of appropriate data from Table 1 and application to the offer of cinema tickets. The likely target market should be clearly indicated for full marks. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 3	6 – 9	Analysis of the data of Table 1 and discussion of the positive and negative points of the offer. For full marks negative points must also be considered. The candidate uses some terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
Level 4	10 – 11	The suitability of the offer is evaluated considering the nature of the offer, the likely target, and positive and negative features. The candidate uses a range of appropriate terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

4		
Suggest suitable methods of ambient advertising that <i>Tags</i> could use for advertising inside local schools and inside the university.		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB1 = 1 MB2 = 1</p> <p><u>AO2</u> MB1 = 2</p> <p><u>AO4</u> MB1 = 1</p>	<p>1 mark for suitable method for school</p> <p>1 mark for why it would be suitable</p> <p>Repeat for university</p> <p>1 mark for why the methods would need to be different or could be the same</p> <p>(1 + 1) + (1 + 1) + 1</p> <p>(5 marks)</p>	<ul style="list-style-type: none"> Free pencil cases with the <i>Tags</i> logo – most school students use pencil cases – beer mats in the university bar – many students will use the bar in the evenings – head teachers unlikely to allow beer mats in the schools. Sponsorship of some computers for school student use – this may be used by many different students – sponsorship of computers in the university – most university students need to use computers for their research – the same method could be used for the schools and the university as both would welcome sponsorship for much needed computer hardware.

5		
Why would window displays be a particularly suitable method of promotion for <i>Tags</i> ?		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB1 = 1 MB2 = 1</p> <p><u>AO2</u> MB1 = 2</p>	<p>1 mark for recognising nature of the business (maximum 2 marks)</p> <p>1 mark for why a window display would be suitable because of that (maximum 3 marks)</p> <p>(4 marks)</p>	<ul style="list-style-type: none"> <i>Tags</i> sells clothes – samples of these can be displayed in the window – potential customers can see them as they walk passed – if well displayed customers may be tempted into the store. <i>Tags</i> is a retail store – it is likely to have large windows at the front of the store – displays of clothes, posters, etc can easily be placed in the windows – this will be a relatively low cost method of promotion.

6	What are the benefits to <i>Tags</i> of having both a jingle and customers' comments as part of its radio advertisement?	
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB1 = 2 MB2 = 1 MB3 = 1</p>	<p>1 mark for benefit of jingle</p> <p>1 mark for why it comes from it being a jingle</p> <p>Repeat for customers' comments</p> <p>(1 + 1) x 2</p> <p>(4 marks)</p>	<p><u>Jingle</u></p> <ul style="list-style-type: none"> • If it is catchy people will remember it – people tend to remember words put to music more than just spoken. <p><u>Customers' comments</u></p> <ul style="list-style-type: none"> • – The comments will say something positive about the business – the comments only come from satisfied customers.

		With reference to its target population and its promotional campaign (shown on <u>Figures 2 and 3</u>), advise <i>Tags</i> on how it should choose the best slots to advertise on <i>Wrapt FM</i>.
Q7		Indicative content
<p><u>AO3</u> MB1 = 2 MB2 = 2 MB3 = 1</p> <p><u>AO4</u> MB1 = 3 MB2 = 2 MB3 = 1</p>		<ul style="list-style-type: none"> The target market is teenagers and students (1) – advertising is for two weeks with a budget of £1,000 (1) – 10 am to 4 pm slots may be when students are at school/lectures (2) – the other peak times are more expensive (2) – the best slot might be 8 pm to 12 pm when many students may still be listening and this is a fairly peak slot (2) – <i>Tags</i> wants advertising each day but only has £1,000 (3) – could only spend £71.43/day (3) – this excludes the 45sec and 60 sec slots for 5 am to 6 pm (3) – the slot needed is likely to be over 20 seconds because it has a jingle, details of ranges, location, opening times and comments from customers (3) – if a 30 second advertisement was used, slots from 5 am to 8 pm would be possible (4) – as students are likely to be listening to the radio before and after classes it might be best to alternate between the 5 am to 10 am slot and the 4 pm to 8 pm slot (4).
Level	Mark	Descriptor
0	0	No rewardable material
Level 1	1 – 2	Identification of the target population and the important elements of the promotional plan. The candidate uses everyday language and the response lacks clarity and organisation and is difficult to comprehend. Spelling, punctuation and the rules of grammar are used with little accuracy.
Level 2	3 – 5	A basic selection of an appropriate slot(s) is made on the basis of the nature of the target market and/or the budget available. Basic reasoning is given. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 3	6 – 9	There is detailed analysis of the table with reference to the target market and the promotional plans. Reasoning shows benefits of the chosen slot(s) and consideration of inappropriate slots. The candidate uses some terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
Level 4	10 – 11	Final explanation shows consideration of a mixture of factors such as the content of the advertisement, the budget and the target market, with a fully reasoned choice. The candidate uses a range of appropriate terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

8(a)		
Identify how the leaflet was designed so that it would appeal to the target market.		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO2</u> MB1 = 1 MB2 = 1</p> <p><u>AO3</u> MB1 = 2 MB2 = 1</p>	<p>1 mark for feature of the design (maximum 3 marks)</p> <p>1 mark for why this would appeal to the target market (maximum 3 marks)</p> <p style="text-align: right;">(5 marks)</p>	<p>(<i>Steak +</i> has been used as an example for Q8)</p> <p><u>Name of business – <i>Steak +</i></u></p> <p><u>The product(s) being advertised - Restaurant</u></p> <p><u>Target market – Professional customers and tourists eating out at lunch or in the evening</u></p> <ul style="list-style-type: none"> • Half price promotional offer – savings of up to £11 for some meals – will appeal to customers looking for high quality meals at a reasonable price. • Details of different salads available – customers can see what is on offer without having to read a menu – will save time for busy customers. • Map showing location – will make it easy to find the restaurant – tourist will not be familiar with the area.

8(b)		
Explain how the distribution of the leaflets was made cost effective in terms of reaching the target market.		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO2</u> MB1 = 1 MB2 = 1</p> <p><u>AO3</u> MB1 = 1 MB2 = 1 MB3 = 1</p>	<p>1 mark for method of distribution used</p> <p>1 mark for how it reached the target market</p> <p>1 mark for why it was cost effective (maximum 3 marks)</p> <p style="text-align: right;">(5 marks)</p>	<ul style="list-style-type: none"> • Was available to be picked up in the restaurant – professional customers working close by could pick up the leaflet – money would not be wasted giving the leaflets to people who were not interested in eating out – no distribution costs were involved because they did not need to be delivered to homes, etc – only people interested in eating out would pick up the leaflets so they would not be seen as ‘junk’. • Was available in local tourist office – tourists looking for places to eat could pick up the leaflet – limited cost involved in taking leaflets to the tourist office – the map will mean that tourists are likely to keep the leaflet – this could allow others to see it at no extra cost.

9(a)	State the ethical concern that the customers had.	
AOs	Mark Allocation	Exemplar Responses
AO1 MB2 = 1	1 mark for ethical concern (1 mark)	(<i>Costa</i> has been taken as an example for Q9) <u>Name of business – <i>Costa</i></u> <u>Product – Coffee drinks</u> <ul style="list-style-type: none"> That food waste and packaging should be recycled. That products should come from renewable sources.

9(b)	State the reason why this concern should be described as ethical.	
AOs	Mark Allocation	Exemplar Responses
AO1 MB3 = 1	1 mark for why it is ethical (1 mark)	<ul style="list-style-type: none"> Considered that this is the right thing to help protect the planet. People think that recycling is the morally right thing for businesses to do.

9(c)	How did the business change its promotion to show customers that it was taking their concerns into account?	
AOs	Mark Allocation	Exemplar Responses
AO1 MB2 = 1 MB3 = 1 AO2 MB2 = 1 MB3 = 1	1 mark for change to its promotion (maximum 2 marks) 1 mark for how that shows it was taking customers concerns into account (maximum 2 marks) (4 marks)	<ul style="list-style-type: none"> Its paper cups only had the name <i>Costa</i> printed on them – now all paper cups have the recycling logo printed on them – this informs customers that the cups are recyclable – customers know that they can be recycled inside the cafés or elsewhere. <i>Costa's</i> website gives details of the recycling initiative – details of changes to the paper cups are also given – customers are encourage to recycle even with take away coffees – concerned customers will know <i>Costa</i> is meeting their concerns.

9(d)	Examine <u>one</u> negative aspect of the way in which the business showed customers that it was taking their concerns into account.	
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB3 = 1</p> <p><u>AO2</u> MB1 = 1 MB2 = 1 MB3 = 1</p>	<p>1 mark for negative aspect</p> <p>1 mark for why it was negative in terms of the concern</p> <p>1 mark for why it came from the way it was promoted (maximum 2 marks)</p> <p>(4 marks)</p>	<ul style="list-style-type: none"> • Only the recycle logo was shown – customers who did not recognise this might still not recycle – customers taking cups away might not dispose of them in recycling rubbish facilities – the general concerns of customers would not then be met. • Recycling was not a main item on the website – customers needed to click on other links to find it – customers not particularly interested in recycling might not have seen it – would not persuade them to recycle.

10(a)	What overall impression was the business trying to create through the use of moving image?	
AOs	Mark Allocation	Exemplar Responses
<u>AO1</u> MB1 = 2	1 mark for the impression (1 mark)	(Aquafresh has been taken as an example for Q10) <u>Name of business – Aquafresh.</u> <u>Main product – Toothpaste</u> <ul style="list-style-type: none"> • A happy family. • Cleaning teeth is fun.

10(b)	How was this overall impression created by the use of moving image?	
AOs	Mark Allocation	Exemplar Responses
<u>AO1</u> MB1 = 1 MB2 = 1 <u>AO2</u> MB1 = 1 <u>AO3</u> MB1 = 1	1 mark for specific feature of the advertisement (maximum 2 marks) 1 mark for how this created the impression (maximum 3 marks) (4 marks)	<ul style="list-style-type: none"> • Cartoon family is seen cleaning teeth together – they are dancing and smiling while they do this – the family all cleaning teeth at the same time creates the close ties of the family – smiling and enjoying the task show that they share things together.

10(c)	Analyse why the business used spoken words to provide additional information.	
AOs	Mark Allocation	Exemplar Responses
<u>AO1</u> MB1 = 1 MB2 = 1 <u>AO2</u> MB1 = 1 <u>AO3</u> MB1 = 1 MB2 = 1	1 mark for details of what was said (maximum 2 marks) 1 mark for why the additional information was needed (maximum 2 marks) 1 mark for why using spoken word was beneficial (5 marks)	<ul style="list-style-type: none"> • The voice over describes what the three coloured stripes in the toothpaste do – emphasises the protection the toothpaste provides – the family do not speak as they are cleaning their teeth – the voice over give information that viewers would not get without it – the contrast of a real voice to the cartoon characters helps to emphasise what is being said.

6921 – Investigating Promotion – Content and AOs Grids

Content area distribution

Question	Content area				Total
	6.1	6.2	6.3	6.4	
1 (a)	4				4
1 (a)	5				5
2 (a)	4				4
2 (b)		7			7
3 (a)	3			2	5
3 (b)	6			5	11
4		5			5
5		2		2	4
6		4			4
7		9	2		11
8 (a)		3		2	5
8 (b)		3		2	5
9 (a)			1		1
9 (b)			1		1
9 (c)			3	1	4
9 (d)			2	2	4
10 (a)		1			1
10 (b)		2		2	4
10 (c)		2		3	5
Total	22	38	9	21	90
Target	22	38	9	21	90

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