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Other names

**Pearson**  
**Edexcel GCE**

Centre Number

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# Applied Business

## Unit 6: Investigating Promotion

Tuesday 24 May 2016 – Afternoon  
**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.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**PEARSON**

**Questions 1 to 4 relate to the promotion used in relation to Manchester United Plc.**

*Manchester United plc* operates as a professional sports club. The business manages the football team and all affiliated club activities of Manchester United Football Club. This includes the media network, foundation, fan zone, news and sports features, and team merchandise.

*Manchester United* is one of the richest football clubs in the world, which is partly due to its very effective forms of promotion. These include branding, official partners that sponsor the business, merchandising, wide exposure on social media, including Facebook, Twitter and Google+, and frequent publicity through the press, radio and television. Half of *Manchester United's* revenue comes from sponsorship and merchandising.

**Figure 1**

Manchester United's merchandise, available through its online store, includes football kits, fashion clothes, homeware, souvenirs, jewellery and gifts, all of which show the name of the club and its logo.

- 1 (a) Why would these examples of *Manchester United's* merchandise be a form of ambient advertising? (5)

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(b) Other than providing promotion for the business, what would be the benefit to *Manchester United* of this merchandising?

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**(Total for Question 1 = 8 marks)**

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2 (a) How is *Manchester United* likely to use social media to promote the business?

(5)

Dotted lines for writing the answer to question 2(a).

(b) What would be the drawbacks to *Manchester United* of using social media for its non-UK target market?

(6)

Dotted lines for writing the answer to question 2(b).

(Total for Question 2 = 11 marks)



On 30 July 2012, *Manchester United* signed a seven-year deal with the American automotive corporation *General Motors* to be the shirt sponsor starting from the 2014–15 season. The new deal is worth \$559 million over seven years and will feature the logo of *General Motors* brand Chevrolet.

*Nike* announced that they will not renew their kit supply deal with *Manchester United* after the 2014–15 season, quoting rising costs as the reason. From the 2015–16 season, *Adidas* will manufacture *Manchester United* shirts as part of a world-record ten year deal worth a minimum of £750 million.

**Figure 2**

\*3 With reference to **Figure 2**, evaluate the benefits and drawbacks to *Manchester United* and its sponsors of the agreed deals.

(11)

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(Total for Question 3 = 11 marks)



Manchester United uses both sales promotion and public relations as part of its promotional strategies.

- 4 (a) Using suitable examples, show the difference between sales promotion and public relations.

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**Questions 5 to 7 relate to Karim Nejem’s graphic design and artist’s business.**

Karim Nejem left university in July 2015 with a degree in graphic design and has started a business creating leaflets, posters and other artwork for businesses in the Bristol area. He is also an accomplished artist and offers individual portraits of people and/or pets.

In April 2016, Karim took on an assistant with a similar background and training to allow him to expand the business by taking on more clients.

**Figure 3**

To show potential customers his portrait work, Karim has arranged for samples to be displayed in a café in the centre of Bristol.

**5** Outline **two** limitations of this promotional strategy.

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**(Total for Question 5 = 4 marks)**



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In order to gain new clients, Karim is considering using either a local newspaper or a local radio station to promote his business.

\*6 Advise Karim which of these two methods of promotion would be most suitable for gaining new clients for his business.

Dotted lines for writing the answer.

(Total for Question 6 = 11 marks)



Karim is also considering promoting his business using a website.

**7** Examine if Karim should use an agency to create the website or do it himself.

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**(Total for Question 7 = 6 marks)**

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

**8** Businesses often use promotion to create a specific brand image for the business or its products.

With reference to a business that has used promotion to create a specific brand image, answer the following questions.

Name of the business/product .....

(a) State the specific brand image the business was trying to create. (1)

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(b) How did the business use promotional tools to achieve its objective of creating this specific brand image? (5)

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(c) Why might this promotional campaign have been unsuccessful in creating the intended brand image?

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**(Total for Question 8 = 10 marks)**

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9 With reference to a business with a wide range of products, that uses catalogues to promote these products, answer the following questions.

Name of the business/product .....

(a) Which features of the catalogue help to attract customers' interest? (4)

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(b) Explain how the business kept the cost of the catalogue campaign low. (6)

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(Total for Question 9 = 10 marks)



**10** With reference to a business which uses moving image in its television advertising to make its product(s) appeal specifically to children, answer the following questions.

Name of the product(s) being advertised on television

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(a) Describe the features of the television advertisement that would appeal to children.

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