

Write your name here

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Pearson
Edexcel GCE

Centre Number

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Applied Business

Unit 6: Investigating Promotion

Friday 26 May 2017 – 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

Answer ALL questions. Write your answers in the spaces provided.

Questions 1 to 4 relate to the promotion used in relation to the price comparison business *comparethemarket.com*

Comparethemarket.com provides the general public with an online price comparisons website where people can compare prices for a wide range of financial products from vehicles, home and life insurance, to energy providers, mortgages and savings accounts. The UK market for price comparison websites is very competitive, with nearly a dozen major businesses offering comparisons on financial products.

Comparethemarket.com has been able to establish and retain its market share with aggressive and effective promotion. From 2012 to 2015 it sponsored the ITV television programme, 'Coronation Street', which broadcast five episodes every week averaging nine million viewers per episode.

As part of the television campaign in 2009 the business launched a meerkat comparison site '*comparethameerkat.com*' where meerkat animations were used to introduce the idea of price comparison and then direct viewers to the real *comparethemarket.com* website. The campaign was then expanded in 2012 to include the offer of meerkat soft toys. Within one year over a million toys had been delivered to customers.

Figure 1

- 1 (a) Considering the market for price comparison websites, identify why the sponsorship of 'Coronation Street' was likely to be an effective form of promotion for *comparethemarket.com*.

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(b) Explain **one** likely benefit for 'Coronation Street' of this sponsorship.

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(Total for Question 1 = 7 marks)



*2 Assess the benefits, compared to the drawbacks, of using the meerkat campaign as a way of promoting *comparethemarket.com*.

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(Total for Question 2 = 11 marks)



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3 *Comparethemarket.com* provides its price comparisons through its own website. Its policies include:

- No junk emails – emails are only sent to potential customers if requested.
 - No hidden charges – all price comparison services are free for customers.
 - Hunting for the best price has been made as easy as possible.
- (a) How would **each** of the listed policies for the *comparethemarket.com* website act as effective promotion for the business?

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(b) Why might the use of the website be a more effective way of promoting *comparethemarket.com* services than using television advertising?

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(Total for Question 3 = 10 marks)



4 An advertisement for *comparethemarket.com* was reported to the Advertising Standards Authority (ASA), who ruled on it in January 2013.

(a) Explain the importance of the ASA in terms of making advertising responsible.

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When the ASA reports its judgement on any case it uses the five headings given below.

(b) State for each of these headings the main point that would be covered.

(5)

Ad

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Issue

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Response

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Assessment

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Action

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(Total for Question 4 = 9 marks)



Questions 5 to 7 relate to Travis Welder who makes and sells dartboards.

Travis Welder makes high quality bristle dartboards. These are sold to public houses (pubs), sports centres and private individuals in his local area. The dartboards are expensive but are guaranteed to last for at least 10 years with standard use and proper maintenance. Travis currently uses three main forms of promotion.

- Leaflets, which he delivers to households, public houses and sports centres in the local area.
- Word of mouth, encouraging customers who have already bought dartboards from him to recommend the business to others.
- Beer mats, which he supplies to all local public houses. The beer mats show a dartboard and, on the back, his contact details.

Figure 2

5 Why are Travis's methods of promotion examples of direct marketing?

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(Total for Question 5 = 3 marks)



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***6** Advise Travis as to which of his three main methods of promotion would be most effective for his business.

(11)

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(Total for Question 6 = 11 marks)



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(b) Why might the advertisement have been ineffective despite its attempts to stand out compared to its competitors?

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(Total for Question 8 = 10 marks)

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9 Businesses use promotion to achieve specific business objectives. With reference to a business that has used a specific promotional campaign to achieve a specific business objective, answer the following questions.

Name of business

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(a) State the business objective the promotion was designed to achieve. (1)

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(b) Explain how the business used promotion to achieve the stated business objective. (5)

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(c) To what extent was this promotion effective?

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(Total for Question 9 = 10 marks)



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10 Many businesses use product placement in films in order to promote their goods or services.

With reference to a business that used product placement in a film, answer the following questions.

Name of the product being advertised

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Name of the film in which it was placed

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(a) Describe how the product was shown in the film.

(2)

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(b) How did the nature of the film relate to the nature of the product being shown in the film?

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(c) Analyse any negative aspects of this product placement in terms of it effectively promoting the product.

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(Total for Question 10 = 10 marks)

TOTAL FOR PAPER = 90 MARKS



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