

Mark Scheme (Results)

Summer 2008

GCE

IGCSE Commerce (4340) Paper 03

4340 03 Mark Scheme Summer 2008

Question Number	Answer	Mark
1	<p><i>(AO1 Demonstrate = 2)</i></p> <p>Valid points could include:</p> <ul style="list-style-type: none"> • advertising budget • best use of or re 2012 Olympics 	(2)

Question Number	Answer	Mark
2	<p><i>(AO1 Demonstrate = 3; A02 apply = 3)</i></p> <p>Valid points could include:</p> <p>(a) local market</p> <ul style="list-style-type: none"> • small geographical area • own country • suitable example <p>(b) target consumer</p> <ul style="list-style-type: none"> • main likely buyer of product / specific customer • key characteristics • example such as age or sex <p>(c) soft sell</p> <ul style="list-style-type: none"> • allow informative rather than performative • suitable example such as email pop-ups • method which is less direct than hard sell 	(6)

Question Number	Answer	Mark
3(a)	<p><i>(AO1 demonstrate = 3)</i></p> <p>Valid points could include:</p> <ul style="list-style-type: none"> • text messages • in-store placement • national press / magazines • radio • internet • outdoor 	(3)

Question Number	Answer	Mark
3(b)	<p data-bbox="384 264 839 297" style="text-align: center;"><i>(AO2 Apply = 3; AO3 analyse = 12)</i></p> <p data-bbox="325 331 679 365">Valid points could include:</p> <p data-bbox="373 398 563 432">text messages</p> <ul style="list-style-type: none"> <li data-bbox="421 472 620 506">• advantages <ul style="list-style-type: none"> <li data-bbox="469 539 863 573">• cheaper than alternatives <li data-bbox="469 577 991 611">• modern --- get immediate response <li data-bbox="469 616 967 649">• appropriate for younger audience <li data-bbox="469 654 730 687">• target audience <li data-bbox="421 719 659 752">• disadvantages <ul style="list-style-type: none"> <li data-bbox="469 786 636 819">• too brief <li data-bbox="469 824 831 857">• not visually stimulating <li data-bbox="469 862 743 896">• limited audience <li data-bbox="469 900 959 934">• easy to miss/not accept message <p data-bbox="373 965 628 999">in-store placement</p> <ul style="list-style-type: none"> <li data-bbox="421 1032 620 1066">• advantages <ul style="list-style-type: none"> <li data-bbox="469 1099 999 1133">• consumer can see product in reality <li data-bbox="469 1137 1007 1171">• buy with other products (loss leader) <li data-bbox="469 1176 959 1209">• place with complementary goods <li data-bbox="469 1214 711 1247">• wide coverage <li data-bbox="421 1279 659 1312">• disadvantages <ul style="list-style-type: none"> <li data-bbox="469 1346 772 1379">• large stock needed <li data-bbox="469 1384 916 1417">• not as exciting as TV and text <li data-bbox="469 1422 783 1456">• susceptible to theft <li data-bbox="469 1460 935 1494">• small audience (in urban areas) <p data-bbox="373 1525 563 1559">national press</p> <ul style="list-style-type: none"> <li data-bbox="421 1592 620 1626">• advantages <ul style="list-style-type: none"> <li data-bbox="469 1659 711 1693">• mass audience <li data-bbox="469 1697 831 1731">• cheaper than television <li data-bbox="469 1736 879 1769">• advert can be cut and kept <li data-bbox="469 1774 863 1807">• target-specific readership <li data-bbox="421 1928 659 1962">• disadvantages 	

- less impact than television
- easily missed
- no movement, little colour
- visual only

internet

- advantages
 - mass audience
 - colour / movement
 - cheaper than some others
 - order online
- disadvantages
 - some not computer literate
 - temporary impact
 - no computers in certain areas

outdoor

- advantages
 - passers by see it
 - relatively cheap compared with others
 - accessible to different age groups
 - visual attractiveness - awareness
- disadvantages
 - no sound / motion
 - damage from weather
 - very little detail
 - effectiveness varies with type

5 marks for each with maximum 3 for advantages (or disadvantages)

(15)

Question Number	Answer	Mark
4	<p data-bbox="384 297 858 331"><i>(AO2 Apply = 2; AO4 Evaluate = 12)</i></p> <p data-bbox="360 365 711 398">Valid points could include:</p> <ul data-bbox="376 439 1023 1330" style="list-style-type: none"> <li data-bbox="376 439 1023 472">• £10 m on non TV methods (with example) (2) <li data-bbox="376 472 1023 539">• £30 m budget on TV and candidate gives reasons for choice (4 x 2 = 8) <li data-bbox="376 539 1023 674">• candidate makes comparative statement about this method relative to other ones, eg TV is more expensive than cinema but reaches wider audience (2) <li data-bbox="376 674 1023 786">• candidate justifies allocation of budget to other non TV advertising, giving reasons and possible benefits (2) <li data-bbox="376 786 1023 853">• recognition that one-off decision and previous spending may be significant (2) <li data-bbox="376 853 1023 920">• realisation that soft drinks campaign differs from trainer (Adidas) (2) <li data-bbox="376 920 1023 987">• recognition that behaviours of rivals may be significant (2) <li data-bbox="376 987 1023 1290">• he/she recognises that their choice depends on factors such as <ul data-bbox="472 1066 895 1290" style="list-style-type: none"> <li data-bbox="472 1066 544 1099">- cost <li data-bbox="472 1099 576 1133">- profits <li data-bbox="472 1133 855 1167">- short and long term factors <li data-bbox="472 1167 663 1200">- public image <li data-bbox="472 1200 895 1234">- advantages of specific method <li data-bbox="472 1234 703 1267">- target audience <li data-bbox="472 1267 927 1301">- any other relevant point (2 each) <li data-bbox="376 1301 1023 1330">• recognition that TV has disadvantages (2) 	(14)

