

# Mark Scheme (Results)

June 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.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
  - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
  - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
  - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

**For all questions, accept any reasonable answer if it is correct**

<b>Q1(a)</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b>AO1</b> MB1 = 2 MB2 = 1</p> <p><b>AO2</b> MB1 = 1 MB2 = 1</p>	<p>1 mark for understanding of term (may be implied)</p> <p>1 mark for feature of a press release (maximum 2 marks)</p> <p>1 mark for comparison with other advertising</p> <p>1 mark for the advantage (maximum 2 marks)</p> <p>(1 + 2 + 1 + 1) or (1 + 1 + 1 + 2)</p> <p><b>(5 marks)</b></p>	<p><u>Meaning</u></p> <ul style="list-style-type: none"> <li>A PR announcement issued to the media for the purpose of letting the public know of company developments</li> </ul> <p><u>Feature and comparison</u></p> <ul style="list-style-type: none"> <li>The media choose to publish it – this makes it independent from the business – most advertisements are designed by the business to persuade people to buy the products – people tend to believe what is written in a press release, more than a normal advertisement.</li> <li>Press releases are used as the basis of a news item – advertisements are seen as the business promoting itself – for many people news items are taken as being fact – customers will value what is being said in the press release more than what is being said in the advertisement.</li> </ul>

<b>Q1(b)</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b>AO2</b> MB1 = 2 MB2 = 1</p> <p><b>AO3</b> MB1 = 2 MB2 = 1</p>	<p>1 mark for nature of magazine/publication (maximum 2 marks)</p> <p>1 mark for how this relates to <i>DSUK</i> (maximum 4 marks)</p> <p><b>(6 marks)</b></p>	<p><u>Fashion Magazines</u></p> <ul style="list-style-type: none"> <li>These are fashion magazines – <i>DSUK's</i> products are designer clothes and accessories – people interest in these items are likely to be reading fashion magazines.</li> </ul> <p><u>London publications</u></p> <ul style="list-style-type: none"> <li>These are publications for the London area – <i>DSUK's</i> sales are taking place in London – customers are likely to come mainly from London so may find out about the sales when they are picking up a local publication.</li> <li>Two of the London publications are about what's on in London – people visiting London may buy these to find out what is happening – will then see that the sale is on and may attend.</li> </ul>

2(a)	Mark Allocation	Exemplar Responses
<p><b>AO1</b> MB1 = 1</p> <p><b>AO2</b> MB1 = 1 MB2 = 1</p>	<p>1 mark for meaning of term (may be implied)</p> <p>1 mark for relevant feature of the VIP tickets</p> <p>1 mark for why this makes the VIP tickets a sale promotion</p> <p style="text-align: right;"><b>(3 marks)</b></p>	<ul style="list-style-type: none"> <li>• An activity designed to boost the sales of a product – VIP tickets give customers a £10 voucher – will encourage people to buy the sale items.</li> <li>• Incentives offered to encourage sales – VIP tickets allow customers to come in one hour early – will be able to look through the sale items without crowds and easily find items to buy.</li> </ul>

Q2(b)		Indicative content
<p><b>AO2</b> MB3 = 2</p> <p><b>AO3</b> MB1 = 2 MB2 = 1 MB3 = 1</p> <p><b>AO4</b> MB1 = 3 MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> <li>Relatively well off people (1) – these are clothes from top designers (1) – the tickets cost £15 but that includes a £10 voucher (2) – there is also a goodie bag worth £75 (2) – the amount paid is less than what is being offered (2) – for people who are well off the price of the ticket is small (3) – they may be buying a number of items so will be using the voucher (3) – they may prefer to be looking through the sales in the relative quiet of the first hour before those only paying £1 come in (3) – some parts of the VIP ticket, such as the single glass of champagne may be of little interest (3) – the savings on the designer clothes, up to 90%, may be the most important element for the target market so the VIP ticket may be unimportant (4) – however, people may feel that getting in an hour early for the best bargains is worth £15 (only £5 with the voucher) when some of the items will be 90% below the original price (4).</li> </ul> <p>(Note that other justified target markets could be selected and other features of the VIP tickets selected for analysis and reasoning.)</p>	
Level	Mark	Descriptor
<b>0</b>	<b>0</b>	No rewardable material
<b>Level 1</b>	<b>1 - 2</b>	Identification of the likely target market and a statement of the nature of <i>DSUK's</i> products or its sales. 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.
<b>Level 2</b>	<b>3 - 5</b>	Selection of suitable elements of the VIP tickets with basic reasons as to why they would be beneficial to customers. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
<b>Level 3</b>	<b>6 - 9</b>	Analysis of the features of the VIP tickets in the context of the target market and the nature of the sales. For full marks there should be some consideration of the limitation of the benefits. The candidate uses some terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
<b>Level 4</b>	<b>10 - 11</b>	There should be an overall assessment that considered how appealing the VIP tickets are likely to be and recognises limitations. 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.

<b>Q3(a)</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b><u>AO1</u></b> MB1 = 1</p> <p><b><u>AO2</u></b> MB1 = 1 MB2 = 1</p> <p><b><u>AO3</u></b> MB1 = 1</p>	<p>1 mark for benefit (maximum 2 marks)</p> <p>1 mark for why it comes from this sponsorship (maximum 2 marks)</p> <p style="text-align: right;"><b>(4 marks)</b></p>	<ul style="list-style-type: none"> <li>• Will receive some financial backing – <i>The Body Shop</i> is providing items for the goodie bags – the items are worth £75.</li> <li>• Will be associated with a well known name – <i>The Body Shop</i> is a major high street retailer – <i>DSUK</i> customers will see that <i>The Body Shop</i> is sufficiently impressed by what <i>DSUK</i> does to think it is worth supporting it.</li> </ul>

<b>Q3(b)</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b><u>AO1</u></b> MB2 = 1 MB3 = 1</p> <p><b><u>AO3</u></b> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><b><u>AO4</u></b> MB1 = 1</p>	<p>1 mark for general reason (maximum 2 marks)</p> <p>1 mark for application to the nature of <i>DSUK's</i> products / the specific sponsorship involved (maximum 4 marks)</p> <p style="text-align: right;"><b>(6 marks)</b></p>	<ul style="list-style-type: none"> <li>• This would give publicity – as people received the goodie bags they would know they were given by <i>The Body Shop</i> – the bags are worth £75 so <i>The Body Shop</i> would be seen as being generous – will be seen as up-market cosmetics that would complement designer clothes whenever they buy them.</li> <li>• The two businesses are in similar markets – <i>DSUK</i> sells fashion clothes – <i>The Body Shop</i> sells cosmetics that would be used with fashion items – as customers buy the clothes they will receive aromatherapy products – will associate the two together and buy <i>The Body Shop</i> products when planning to use the designer clothes.</li> </ul>

Q4	Mark Allocation	Exemplar Responses
<p><b>AO1</b> MB1 = 2 MB2 = 2</p> <p><b>AO2</b> MB1 = 1 MB2 = 1</p>	<p>1 mark for strength</p> <p>1 mark for why it comes from using word of mouth</p> <p>1 mark for application to this being a new business</p> <p>(Repeat for limitation)</p> <p>(1 + 1 + 1) x 2</p> <p><b>(6 marks)</b></p>	<p><u>Strength</u></p> <ul style="list-style-type: none"> <li>• People take more notice of this – most people value recommendations from friends – as it is a new business people will value comments from people who have actually tried it.</li> </ul> <p><u>Limitation</u></p> <ul style="list-style-type: none"> <li>• Will have limited overall impact – will only come from people who know about the business – the business has only just opened so few people will have visited it and be able to make positive points.</li> </ul>

Q5	Mark Allocation	Exemplar Responses
<p><b>AO2</b> MB1 = 2 MB2 = 1 MB3 = 1</p>	<p>1 mark for why effective (maximum 3 marks)</p> <p>1 mark for how effective (maximum 2 marks)</p> <p>(3 + 1) or (2 + 2)</p> <p><b>(4 marks)</b></p>	<p><u>Road leading to A42</u></p> <ul style="list-style-type: none"> <li>• Large volume of traffic – many people will see it as they travel to three main cities near Ashby – they will be travelling to and from work so may be concentrating on that – may pay little attention to the billboard.</li> </ul> <p><u>By Tesco</u></p> <ul style="list-style-type: none"> <li>• Many people will go past it as they go to shop – will see billboard as they turn in to park – may be thinking about what to buy and pay little attention to the billboard – will also be large signage from the supermarket itself.</li> </ul> <p><u>By library and sports centre</u></p> <ul style="list-style-type: none"> <li>• Likely to hit target market – people interested in sports will be going there – this is what Greg’s business provides, so it will be his target market – they may be members of the main sports centre so will not be interested in another sports centre.</li> </ul>

<b>Q6</b>		<b>Indicative content</b>
<p><b>A01</b> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><b>A02</b> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><b>A03</b> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><b>A04</b> MB1 = 2</p>	<ul style="list-style-type: none"> <li>Two months cost would be between £4,000 and £6,000 (1) – The cost would also need to include the design printing and displaying (2) – it is unlikely that the business would have staff skilled in designing and making the sheets (1) – Greg is a trained accountant and athlete (2) – the sheets need to be designed and printed which will require specialist equipment (1) – the business is a sports centre so is unlikely to have this equipment (2) – the centre is in a converted manor house which would have cost a great deal to convert so £4,000 to £6,000 may not be a lot of money for Greg (3) – Greg may have recruited staff to deal with promotion so they would be able to deal with the design (3) – for printing and displaying the advertisement it would best to use external expert businesses so the internal constraint would be limited (3) – Greg is only planning on a two month campaign so the costs are unlikely to be a major constraint (4) – the need to have external designers and printers will take considerable time and he wants to increase promotion now, so this is a major factor (4).</li> </ul>	
<b>Level</b>	<b>Mark</b>	<b>Descriptor</b>
<b>0</b>	<b>0</b>	No rewardable material
<b>Level 1</b>	<b>1 – 3</b>	Basic constraints are identified for each of the listed headings. 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.
<b>Level 2</b>	<b>4 – 6</b>	The constraints are applied to the likely experience of the staff and the nature of the business. All constraints should be considered 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.
<b>Level 3</b>	<b>7 – 9</b>	The discussion considers the importance of each of the constraints. The candidate uses some terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
<b>Level 4</b>	<b>10 – 11</b>	A conclusion that considers the importance in terms of the proposed campaign. 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.

Q7	Mark Allocation	Exemplar Responses
<p><b>AO1</b>            MB1 = 2            MB2 = 1            MB3 = 1</p>	<p>1 mark for point of design (maximum 2 marks)</p> <p>1mark for why that would make it effective on a billboard (maximum 3 marks)</p> <p style="text-align: right;"><b>(4 marks)</b></p>	<ul style="list-style-type: none"> <li>• Limited text – people will find it difficult to read many words as they drive passed – only the main points should be included such as name and location – these will stick in people’s minds and be remembered.</li> <li>• Use pictures that show the facilities– can be colourful and capture attention – people remember visual stimuli more than just text – billboards allow the use of large and memorable images.</li> <li>• Use colours that contrast – this will attract attention – people will then spend more time looking at the billboard – colours can also be used to reflect those usually associated with the business so reinforcing the impact.</li> </ul>

<b>Q8</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b>AO1</b> MB1 = 2 MB2 = 1</p> <p><b>AO2</b> MB1 = 2</p>	<p>1 mark for identifying the target audience</p> <p>1 mark for feature of the design (maximum 2 marks)</p> <p>1 mark for why this would appeal to the target audience (maximum 3 marks)</p> <p style="text-align: right;"><b>(5 marks)</b></p>	<p>(<i>Coca Cola</i> has been used as an example for Q8)</p> <p><u>Name of business – <i>Coca Cola</i></u></p> <p><u>The product(s) being promoted - Cola soft drinks</u></p> <ul style="list-style-type: none"> <li>Family audience – shows adverts from the past with families – shows tradition through highlighting that it has been producing for 125 years – families can view past adverts and add photographs of one’s own family so they are in the advertisement – visitors to the website will feel part of the <i>Coca Cola</i> family.</li> </ul> <p>(Details may vary considerable depending on the website chosen and may consider specific campaigns, number of pages, scope of information, etc.)</p>

<b>Q8(b)</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b>AO1</b> MB1 = 1 MB2 = 1</p> <p><b>AO3</b> MB3 = 1</p> <p><b>AO4</b> MB2 = 1 MB3 = 1</p>	<p>1 mark for what makes the website effective (maximum 2 marks)</p> <p>1 mark for comparative details of competitor’s website (maximum 2 marks)</p> <p>1 mark for why it would be more effective (maximum 2 marks)</p> <p style="text-align: right;"><b>(5 marks)</b></p>	<ul style="list-style-type: none"> <li>Has a great many links to a wide range of information – these include details on health, environment, community and the Olympic games – <i>Ubuntu</i> cola has fewer links and less information – it also relies on recommendations from users who care about the fair trade element – the <i>Coca Cola</i> website is more effective because it has a much wider range of interests that people can follow.</li> </ul>

Q9	Mark Allocation	Exemplar Responses
<p><b>AO1</b> MB1 = 2 MB2 = 1</p> <p><b>AO2</b> MB1 = 2 MB2 = 1</p>	<p>1 mark for basic detail on language</p> <p>1 mark for example of what was changed (maximum 2 marks)</p> <p>(Repeat for culture and for currency)</p> <p>Note: all three features must be covered for full marks, e.g:</p> <p>(2 + 2 + 2) and (3 + 2 + 1)</p> <p style="text-align: right;"><b>(6 marks)</b></p>	<p>(<i>McDonalds</i> has been taken as an example for Q9)</p> <p><u>Name of business – <i>McDonalds</i></u></p> <p><u>Product – Fast Food</u></p> <p><u>Language</u></p> <ul style="list-style-type: none"> <li>In France most promotions are in French – except for well know product such as the Big Mac products are given French names such as Croque McDo – all recipes/ ingredients for products are in French.</li> </ul> <p><u>Culture</u></p> <ul style="list-style-type: none"> <li>Eating habits are different in France – the breakfast meal is replaced with a petit déjeuner – this advertises pancakes and fruit rather than sausage and egg.</li> </ul> <p><u>Currency</u></p> <ul style="list-style-type: none"> <li>Prices are stated in Euros rather than Pounds - UK prices for <i>McDonalds</i> tend to be national because of the advertising – in France prices vary and can be very much higher in Paris.</li> </ul>

Q9(b)	Mark Allocation	Exemplar Responses
<p><b>AO1</b> MB1 = 1 MB2 = 1</p> <p><b>AO3</b> MB2 = 1</p> <p><b>AO4</b> MB1 = 1</p>	<p>1 mark for general factor (maximum 2 marks)</p> <p>1 mark for actual business</p> <p>1 mark for why the factor would make the concerns unimportant (maximum 2 marks)</p> <p>(1 + 1 + 2) or (2 + 1 + 1)</p> <p style="text-align: right;"><b>(4 marks)</b></p>	<ul style="list-style-type: none"> <li>Major multinational businesses – for example <i>Coca Cola</i> – its products are so well known – it does not need to change the name of its product, Coke, into a different European language.</li> <li>The product is a basic raw material – cement produced by <i>Lafarge (Blue Circle)</i> – this is being sold to other businesses – there is no need to consider different cultures when promoting cement in Europe.</li> </ul>

<b>Q10(a)</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b>AO1</b> MB2 = 1 MB3 = 1</p>	<p>1 mark for each distinct point of description</p> <p style="text-align: right;"><b>(2 marks)</b></p>	<p>( Acura has been taken as an example for Q10)</p> <p><u>Name of product – Acura</u> <u>Name of film - Thor</u></p> <ul style="list-style-type: none"> <li>• Car used as the vehicle driven by the law enforcement agency S.H.I.E.L.D.</li> <li>• Each time the agency is seen driving, the cars are seen.</li> <li>• Shown for over two minutes in the film.</li> </ul>

<b>Q10(b)</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b>AO1</b> MB2 = 1 MB3 = 1</p> <p><b>AO3</b> MB2 = 1 MB3 = 1</p>	<p>1 mark for nature of the car</p> <p>1 mark for nature of the film</p> <p>1 mark for how they are related (maximum 2 marks)</p> <p style="text-align: right;"><b>(4 marks)</b></p>	<ul style="list-style-type: none"> <li>• Acura is in a highly competitive market - Thor is fighting to succeed against a dark enemy – the cars are used as part of this fight – will be seen as part of it succeeding when challenged.</li> <li>• Car has exterior colours of black, brown and silver – the agency in the film is covert – the black colours suggest a feeling of secrecy – car shown to be effective when chasing people who were doing wrong, so secure/safe.</li> </ul>

<b>Q10(c)</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b>AO4</b> MB1 = 2 MB2 = 1 MB3 = 1</p>	<p>1 mark for aspect (maximum 2 marks)</p> <p>1 mark for why that would be negative for the promotion (maximum 3 marks)</p> <p style="text-align: right;"><b>(4 marks)</b></p>	<ul style="list-style-type: none"> <li>• The cars are only seen for just over two minutes – that is not long enough to see any major features of the car – viewers may not notice that the cars are Acura cars.</li> <li>• The film is a fantasy film – the cars are fitted with additional feature not found on standard Acura vehicles – viewer may think the cars are also fictional and not see them as something they could buy.</li> </ul>

## 6921 – Investigating Promotion – June 2013 – Content and AOs Grids

### Content area distribution

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

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