Mark Scheme (Results)

June 2011

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

Question Number	Exemplar Responses	Mark Allocation
1(a) **AO1** MB1 = 2 **AO2** MB1 = 2	• Catch students' attention – the phrase sounds like Buy One Get One Free – this is a familiar phrase that suggests something for free – here there is a play on words, Free and Fees, that is likely to appeal to students. • Encourage students to buy a coke drink – the phrase is very close to Buy-One-Get-One-Free – here the incentive is that the student's fees may be paid – that is a significant prize compared to the low price of buying a coke drink.	1 mark for the objective 1 mark for recognising the BOGOF play on words 1 mark for how that has been related to the target market of students (maximum 2 marks) **(4 marks)**

Question Number	Exemplar Responses	Mark Allocation
1(b) **AO1** MB1 = 1 MB2 = 1 **AO2** MB1 = 1 MB2 = 1	The prizes for each day are worth less than the prize per week – the prizes per day will have to be given seven times in a week – the £3 500 prize is a major prize covering all of the tuition fees – the daily prizes are only £100 to £150 each only for DSis or cards.	1 mark for basic suggestion 1 mark for why that suggestion is likely to be true 1 mark for application to the actual prizes on offer (maximum 2 marks) **(4 marks)**

Question Number	Exemplar Responses	Mark Allocation
1(c) **AO1** MB2 = 1 MB3 = 2	• Makes it easier for the target market – most students have mobile phones – will be able to enter the competition when they see the posters. • Might help future promotions – will have received text details from students – could use these (if agreed) for sending out details of new promotions.	1 mark for basic reason 1 mark for how this relates to the target market/promotion (maximum 2 marks) **(3 marks)**

Question Number	Exemplar Responses	Mark Allocation
2(a) **AO1** MB1 = 1 MB2 = 1 **AO2** MB1 = 1 MB2 = 1	Ambient • In the environment of the target market – students will be in the cafes and common rooms on campus. • Not in the home – for many students they will be going out of the rooms where they live to go to the cafes or common rooms. Non-ambient • Not an unusual way of advertising – posters is a common way of advertising on university campuses. • Not out of the home – if the common rooms are considered part of where students live.	1 mark for relevant aspect of ambient 1 mark for how the placing of the posters shows this Repeat for non-ambient (1 + 1) x 2 **(4 marks)**

Question Number	Exemplar Responses	Mark Allocation
2(b) **AO2** MB1 = 1 MB2 = 1 MB3 = 1 **AO3** MB1 = 1	• Common rooms and cafes – students will be there to relax/socialise – will be paying limited attention to advertisements – if the poster is not read students will not respond/not consider the 'generosity' of *Coca Cola*. • Common rooms and cafes – these are likely to be places on campus where many posters are displayed – means that the *Coca Cola* poster is less likely to stand out – if it is not seen the message/PR will not get across to the target audience.	1 mark for where they were placed 1 mark for drawback/basic cause of drawback (maximum 2 marks)

	• Common rooms and cafes – some students do not use either of these venues – they may be students that live at home and only come in for lectures, etc. – because of the placing these students will not see the posters.	1 mark for why the placement will reduce effectiveness (maximum 2 marks) (1 + 2 + 1) or (1 + 1 + 2) **(4 marks)**

Question Number		Indicative content
3 **AO1** MB1 = 1 MB2 = 1 **AO3** MB1 = 2 MB2 = 2 MB3 = 2 **AO4** MB1 = 1 MB2 = 1 MB3 = 1		Creating a positive image of the business (1) – through helping to support students (1) – the offer supports students going through university/helps students to get education (2) – business will be seen to be supporting something that most people feel is worthwhile (2) – £3 500 will cover the cost of fees for one year (2) – for students and parents this will be seen as a generous offer made to help them (2) – the offer also includes winning Nintendo DSis (3) – people may feel that is likely to distract students from their work (3) – may feel the business is more interested in helping students enjoy themselves rather than supporting their education (3) – the first part of the poster relates to getting fees paid, which should make people feel that that is what is most important to the business (4) – the positive image is likely to outweigh any negative images and so make the promotion an effective PR tool (4).
Level	**Mark**	**Descriptor**
	0	No rewardable material
Level 1	1 – 2 marks	Understanding of the term public relations shown (may be implied). Identification of what the main element of public relations is in this promotion. 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 – 6 marks	There is basic reasoning, explaining why the promotion would show a positive image of the business. At the top end this should consider both the nature of the offer and the benefits to the students. 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	7 – 9 marks	Possible negative elements of the offers are considered in terms of the image people may have of the business. 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 marks	An overall evaluation is given in terms of the likely effectiveness of the offer for creating a positive image of the business. This must include reference to negative aspects. 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.

Question Number	Exemplar Responses	Mark Allocation
4 **AO1** MB2 = 1 MB3 = 1 **AO2** MB2 = 1 MB3 = 1	• Will be suitable for the type/size of card *Redpath* produces – the display racks will be designed for *Redpath*'s cards – other display units might hide/damage the cards/show them off badly – *Redpath* will know that its cards are being displayed properly. • Can use the display furniture to advertise *Redpath's* business – other displays are likely to have a mixture of cards – this will put *Redpath*'s cards in direct competition with other producers – this will help to make *Redpath's* cards appear more professional. (Note: answers must relate to the use of *Redpath*'s rack and spinners, not to the general benefits of using such display units.)	1 mark for benefit applied to its own display furniture being used (maximum 2 marks) 1 mark for why that comes from using its own display furniture (maximum 3 marks) **(4 marks)**

Question Number	Exemplar Responses	Mark Allocation
5(a) **AO1** MB1 = 1 **AO2** MB1 = 1 **AO3** MB1 = 1 MB2 = 1	• The brochure is in colour – this will allow retailers to see the cards as they will look on their shelves – greetings cards are generally coloured – retailer can choose cards they know their customers will like, so increase sales for *Redpath*. • The brochure highlights new designs – this will make retailers think about new cards that they might order – *Redpath*'s retailers generally give repeat orders – in order to expand/maintain sales it will be important to offer and sell new designs.	1 mark for identifying an element of this brochure 1 mark for why that would be a benefit 1 mark for why this is important for the products that *Redpath* sells

| | | (maximum 2 marks)

(4 marks) |
|---|---|---|

Question Number	Exemplar Responses	Mark Allocation
5(b)

AO1
MB1 = 1

AO2
MB1 = 2

AO4
MB2 = 2 | • Person employed to represent a business and to sell its products – the rep. will speak to the buyer in the retail shop – can answer questions/explain products – the brochure will mainly only show what is available to buy – the rep. can provide additional persuasion to buy *Redpath*'s range of cards.
• Person who travels to different places on behalf of the business persuading other businesses to buy its products – the reps can visit regularly – will be able to up-date retailers on any new cards – the brochure only come out once a year – any designs created after the brochure is printed will not be shown. | 1 mark for identifying the role of the sales representative (may be implied)

1 mark for how the rep. will promote *Redpath* (maximum 2 marks)

1 mark for why the rep. would be needed in addition to the brochures (maximum 2 marks)

(5 marks) |

Question Number		Indicative content
6 **AO1** MB2 = 1 MB3 = 1 **AO2** MB2 = 1 MB3 = 1 **AO3** MB1 = 1 MB2 = 1 MB3 = 1 **AO4** MB1 = 2 MB2 = 1 MB3 = 1		• Using television would be comparatively expensive (1) – the business already shows all of its cards on its website (1) – 1,000 different greeting cards (2) – also a wide range of different type of cards (2) – would be difficult to show more than a very small section (2) – would be very expensive to show the full range on television as time is needed to see each card and television advertising slots are short (3) – different atmospheres would be needed for a humorous card and a card of condolence (3) – showing a great many different cards in short commercial breaks is likely to lose people's interest (3) – with the number and range of cards television could be an ineffective media to use(4) – however, as a national publisher, using television would still get the name of the card well know (4) – overall choosing not to use television might lessen the impact for a national business (4). • Using television is for a mass audience (1) – many people watching television may not be interested in buying cards 1) – **Figure 2** shows sales being made to retailers (2)- they do not tend to buy product by watching television advertisement (2) – the retailers already receive regular updates on range (2) – the full range is also on the website (2) – retailers can already access all the details from various sources (3) – television will reach, potentially, millions of people and that would be a waste of resources if the retailers did not already have the card to sell (3) – however retailers will be helped if consumers know the product and using television to advertise the name would support the retailers (4) – most people will buy cards because they see them in store (4) – Use of television would be costly and not actually influence people to buy the business's card (4).

Level	Mark	Descriptor
	0	No rewardable material
Level 1	**1 – 2 marks**	General reasons are given for not using television, with no reference to **Figure 2**. Alternatively candidates give basic applied reasons with no additional explanation. 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 marks**	Identification of appropriate details from **Figure 2** about the nature of business's products. Basic reasons are given for why television would not be appropriate. Candidates should show how the media of television relates to the product. At the top end this should show clear recognition of the nature/range and target market for the cards. 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 – 8 marks**	Well developed reason for why television would not be a good media for the business's products. 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	**9 – 11 marks**	There should be a well argued conclusion which shows a discussion of each negative point being considered. For full marks candidates should also consider positive points of using television taking details about the business or the product from **Figure 2**. 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.

Question Number	Exemplar Responses	Mark Allocation
7(a)(i)(ii) **AO1** MB1= 2	<u>Trust mark</u> • A mark displayed on a product showing that someone in authority thinks the product is trustworthy. • A mark that buyers take to mean that they can trust what is stated in promotions. <u>Quality mark</u> • A mark which indicates a particular level of quality for the product. • A mark which indicates the quality has been approved by a recognised agency.	1 mark for showing understanding of each mark **(2 marks)**

Question Number	Exemplar Responses	Mark Allocation
7(b) **<u>AO1</u>** MB2 = 1 **<u>AO2</u>** MB1 = 2 MB2 = 1	• Following the code would be the right thing to do – breaking the code would mean the marketer is lying – people rely on statements about quality when they buy products – if a trust/quality mark is used which breaks the code, customers will be buying goods under false pretences. • Ethical is about what is morally right or wrong – pretending that a trust/quality marks had been given when it has not would be morally wrong – displaying the mark is intended to make customers trust what the business is saying in it promotions – if the named parties have not agreed to this endorsement customers are being unfairly treated.	1 mark for understanding of ethical (may be implied) 1 mark for basic statement of reason 1 mark for application to the details of the code (maximum 2 marks) **(4 marks)**

Question Number	Exemplar Responses	Mark Allocation
8(a)(i) **<u>AO1</u>** MB1 = 1	(*Jibinc* has been used as an example for Q8) <u>Name of business – *Jibinc.*</u> <u>Main type of good or services – Café</u> • Menu • Print	1 mark for name of media **(1 mark)**

Question Number	Exemplar Responses	Mark Allocation
8(a)(ii) **AO1** MB1 = 2 **AO2** MB1 = 1 MB2 = 1	• Gives drinks and meals available – customers can see the different items they can order – makes it easier for customer to choose/find what they want – can make decisions before they have to order. • Lists the prices of each item – customers can work out what meals and a drink will cost them – will be able to choose something they can afford/is value for money – can compare prices with other cafés. (Note: The examples must relate to the specific media identified in part (i))	1 mark for each distinct example (maximum 2 marks) 1 mark for how this provides information (maximum 2 marks) 1 mark for why it is useful (maximum 2 marks) **(4 marks)**

Question Number	Exemplar Responses	Mark Allocation
8(b) **AO1** MB1 = 2 **AO2** MB1 = 1 MB2 = 1 MB3 = 1	• Cakes and pastries are shown in a display cabinet – these are laid out so that they look tempting – also show that the products are fresh - customers seeing these may be persuaded to try them. • The walls of the café are used to display art exhibitions – provides a separate point of interest for customers – creates a relaxed atmosphere – persuades customers to buy their coffee and cakes here rather than in other cafés in the town.	1 mark for example of persuasive promotion used (maximum 2 marks) 1 mark for why this would persuade customers (maximum 3 marks) **(5 marks)**

Question Number	Exemplar Responses	Mark Allocation
9(a) **AO1** MB1 = 1 MB2 = 1	(*Churchill Insurance* has been taken as an example for Q9) Name of business – *Churchill Insurance* Form of aerial promotion – Hot-air balloon • Balloon was in the shape of the Churchill dog. • Was the largest hot-air balloon in the world. • Was 70ft tall.	1 mark for each distinct element of description **(2 marks)**

Question Number	Exemplar Responses	Mark Allocation
9(b) **AO1** MB2 =1 **AO3** MB1 = 1 MB2 = 1 MB3 = 1	Seen at balloon festivals across the UK – many people attend these events so it reaches a wide target – may also be televised so there is free publicity – will be seen flying from the launch site to landing, also increasing the audience.	1 mark for location(s) 1 mark why the location is important in terms of promotion (maximum 3 marks) **(4 marks)**

Question Number	Exemplar Responses	Mark Allocation
9(c) <u>AO1</u> MB3 = 1 <u>AO2</u> MB1 = 1 <u>AO4</u> MB2 = 1 MB3 = 1	• The weather has to be suitable – if it is too windy /cloudy the balloon cannot take off – in these conditions the advertisement will not be seen in the air – the UK has many days when it is not possible to fly hot-air balloons. • Requires a qualified pilot to fly them – there is considerable danger to both passengers and watchers – this adds to the cost of this form of advertising – will only be possible for firms will a reasonably large promotional budget.	1 mark for constraint 1 mark for why it comes from being an aerial promotion (maximum 2 marks) 1 mark for assessment of the level of the constraint (maximum 2 marks) (1 + 2 + 1) or (1 + 1 + 2) **(4 marks)**

Question Number	Exemplar Responses	Mark Allocation
10(a) <u>AO1</u> MB1 = 1 MB2 = 1	(*Camden Dental Centre* has been taken as an example for Q10) <u>Name of business – *Camden Dental Centre.*</u> <u>Name of paper – *Camden New Journal.*</u> • Covered the target market. • Published daily. • Has average distribution of over 50,000 copies.	1 mark for each distinct reason **(2 mark)**

Question Number	Exemplar Responses	Mark Allocation
10(b) **AO2** MB3 = 1 **AO3** MB1 = 1 MB2 = 1 MB3 = 1	• Placed on second page with news items – would be seen as potential customers read the news – no competitor adverts on the same page – only other advertisements for dental care placed in the classified section with many other advertisements. • Used colour and a picture of a women smiling with bright teeth – this made the advertisement stand out – competition used a 3cm x 1cm advertisement with no colour nor picture – this could easily be missed compared to the 7cm x 10cm *Camden Dental Centre* advertisement.	1 mark for detail of advertisement that would create impact (maximum 2 marks) 1 mark for how this would create more impact than the competition (maximum 3 marks) **(4 marks)**

Question Number	Exemplar Responses	Mark Allocation
10(c) **AO2** MB3 = 1 **AO3** MB1 = 1 **AO4** MB1 = 2	• There are many free papers in London – potential customers may pick up/read these instead – may not get through to all the target market – the other papers greatly reduce the readership of this paper. • Paper has a section on health – people considering dental treatment might search there and not on page 2 – may limit how effective the advertisement is if it is placed anywhere else – most people are not expecting a health advertisement on a news page.	1 mark for limitation (maximum 2 marks) 1 mark for why this comes from the paper (maximum 2 marks) 1 mark for extent of the limitation (2 + 1 + 1) or (1 + 2 + 1) **(4 marks)**

Ofqual

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Rewarding Learning