

Mark Scheme (Results)

June 2015

GCE Applied Business (6921)

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Summer 2015

Publications Code UA040765

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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

1		
Examine the suitability of Chris Cowen using television to promote his products to his target market.		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB1 = 2 MB2 = 1</p> <p><u>AO2</u> MB1 = 1 MB2 = 1 MB3 = 1</p>	<p>1 mark for identifying his target market (may be implied)</p> <p>1 mark for feature of television promotion (maximum 2 marks)</p> <p>1 mark for why suitable/unsuitable (maximum 3 marks)</p> <p style="text-align: right;">(6 marks)</p>	<ul style="list-style-type: none"> • Supermarkets and greengrocery chains – television generally promotes to consumers – Cowen is not trying to sell to consumers – the supermarkets brand the fruit as their own – using television would be a waste of money. • Selling to businesses – television promotion is generally impersonal – businesses will expect to be approached directly by the seller – this allows them to negotiate prices, delivery, etc – the businesses are unlikely to buy their fruit supplies from a television advertisement. • The target market is local – television advertising is comparatively expensive – Cowen is an independent farmer – will not have funds available for a major television campaign – advertisements may be missed by the businesses' buyer. <p>(N.B. answers will generally show unsuitability, unless very well argued)</p>

2		
Explain which two parts of this advertisement would be illegal.		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB2 = 1 MB3 = 1</p> <p><u>AO2</u> MB2 = 1 MB3 = 1</p> <p><u>AO3</u> MB1 = 1 MB2 = 1</p>	<p>1 mark for part which is illegal (maximum 2 marks)</p> <p>1 mark for why what the advertisement says makes it illegal (maximum 4 marks)</p> <p>(1 + 2) x 2 (6 marks)</p>	<ul style="list-style-type: none"> • Only suit male pickers – illegal to discriminate on the basis of gender – advertisement suggests women are not strong enough to lift full baskets. • No trade unionists need apply – illegal to discriminate on the basis of trade union membership – trade union membership should not affect a workers ability to pick and pack fruit. <p>(Note, comments on disability and students are not illegal)</p>

Judge the suitability of the methods shown on <u>Figure 3</u> for promoting to Anne's likely target markets.		
Q3		Indicative content
<p><u>AO2</u> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><u>AO3</u> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><u>AO4</u> MB1 = 3 MB2 = 1 MB3 = 1</p>		<ul style="list-style-type: none"> This is a pick-your-own farm (1) – the main target will be local people (1) – could include people just passing by (1) – an advertisement in a local paper will reach local people (2) – but only if they take/read the local paper whereas the website can be searched by anyone with internet access (3) – the sign at the gate will be seen by people passing (2) – but they may not have time to stop whereas the advertisements in the paper or on the website can be looked at whenever needed (3) – people wanting to find local pick-your-own farms may use the internet to search (2) – but this will also give details of competitors so could take business away from Anne whereas the sign at the gate will stand out on its own (3) – all of the methods will be suitable for at least one part of the likely target market (4) – none of them will reach the whole intended market so having a range of methods is highly suitable (4).
Level	Mark	Descriptor
0	0	No rewardable material
Level 1	1 - 3	Recognition of the nature of the business and identification of the likely target markets. At least two distinct targets should be identified for full marks. 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	4 – 6	Suitability is explained in terms of the methods of advertising and the targets. Explanations will be basic and simplistic. 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	There is comparison between the methods in terms of their suitability for the identified markets. Negatives also need to be considered for full marks. 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	A reasoned conclusion in terms of the suitability of the methods, considering both positive and negative points. 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.

4(a)	Explain how employing an advertising agency would help Anne to overcome the internal constraints her business is likely to face when creating an effective radio advertisement.	
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB2 = 1 MB3 = 1</p> <p><u>AO2</u> MB2 = 1 MB3 = 1</p> <p><u>AO3</u> MB2 = 1 MB3 = 1</p>	<p>1 mark for likely internal constraint in this situation (maximum 2marks)</p> <p>1 mark for why this would apply to Anne’s business (maximum 2 marks)</p> <p>1 mark for why an advertising agency would help overcome the constraint (maximum 3 marks)</p> <p style="text-align: right;">(6 marks)</p>	<ul style="list-style-type: none"> • Lack of expertise – Anne is an independent farmer – creating an effective radio advertisement requires a good understanding of how to put an audio package together – the advertising agency will have experts in a range of different media – will be able to create a professional audio package - much more likely to get customers attention. • Lack of technical equipment – Anne is a farmer not working in media – would cost a lot to buy/hire the necessary equipment – the agency will have access to the required equipment – likely to be able to produce a finished advertisements more quickly – would have the technology to produce at a quality that would make an effective radio advertisement.

4(b)	Discuss the benefit of promoting using a helium-filled advertising balloon, floating 50 ft above the farm, saying 'Pick-your-Own Here!'	
AOs	Mark Allocation	Exemplar Responses
<u>AO1</u> MB1 = 1 <u>AO3</u> MB1 = 1 MB2 = 1 MB3 = 1	1 mark for benefit 1 mark for why that comes from this being a hot air balloon (maximum 2marks) 1 mark for a drawback of using the balloon <p style="text-align: right;">(4 marks)</p>	<ul style="list-style-type: none"> • Can be seen from a fairly long distance away – the balloon is floating 50ft in the sky – people passing the farm will know it is a pick-your-own farm – but it does not say what people can pick. • The promotion will stand out – it is not a very common way of advertising – could encourage people to stop and find out more details – some people may be put off by this type of advertising and look for a different place to pick their fruit. • Can be large – will make the writing easy to read – does not need planning permission – cost will be several thousands of pounds.

AOs	Mark Allocation	Exemplar Responses
5(a)	State <u>two</u> specific benefits ITV1 and The Great British Taste Tour programme would expect to gain from the 'Welcome to Yorkshire' sponsorship.	
<u>AO1</u> MB1 = 2	1 mark for each applied benefit <p style="text-align: right;">(2 marks)</p>	<ul style="list-style-type: none"> • Paying for the £1 000 prize. • Contributing to the cost of making the programme. • Having the programme advertised through Welcome to Yorkshire's website.

		Evaluate the use of the sponsorship of The Great British Taste Tour programme as an effective method of promoting Yorkshire as a tourist destination.
Q5(b)		Indicative content
<p>AO2 MB1 = 1 MB2 = 1 MB3 = 1</p> <p>AO3 MB1 = 1 MB2 = 1 MB3 = 1</p> <p>AO4 MB1 = 3 MB2 = 1 MB3 = 1</p>		<ul style="list-style-type: none"> Yorkshire is included in two of the programmes (1) – this would give viewers a taste of the Yorkshire countryside and foods (2) – however eight of the other venues are outside Yorkshire and these may attract tourists away (3). The programme is about enjoying local fare, restaurants, etc, (1) – this will show what Yorkshire has to offer (2) – the programme is only on for one hour so this will limit what could be shown (2) – Devon and Kent has the same coverage so the sponsorship will also be promoting those counties (3). The programmes were on between 4 and 5 p.m. (1) – this would limit the audience and hence the impact (2) – they were broadcast over the Easter holiday period so families thinking about holidays may have seen them (3). <p>Conclusion</p> <ul style="list-style-type: none"> Two out of ten programmes was a good proportion for the whole of Great Britain (4) – this would have given good exposure for Welcome to Yorkshire as it would be seen sponsoring all of the programmes. The content of the programmes would appeal to a wide range of people even at 4 to 5 pm (4) – Yorkshire would be seen as a county that supports fine restaurant, beautiful locations, etc and so would the sponsorship would attract people to visit Yorkshire. (4)
Level	Mark	Descriptor
0	0	No rewardable material
Level 1	1 – 2	Selection of a range of appropriate information from Figure 4 . 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	Basic statements of why these would be effective or not effective in the promotion. Positive and negative points must 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.
Level 3	6 – 8	Comparisons are made between the positive and negative points. There is clear application made to the nature of the programme. 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	A well reasoned conclusion is given which considers the relative positive and negative points and evaluates the likely overall effectiveness. 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.

AOs	Mark Allocation	Exemplar Responses
6	How else could Welcome to Yorkshire have used The Great British Taste Tour programme to effectively promote tourist visits to Yorkshire?	
<u>AO1</u> MB1 = 1 MB2 = 2	1 mark for way (maximum 2 marks)	<ul style="list-style-type: none"> Place an advertisement before, after or during the programme – this would help to emphasise that Welcome to Yorkshire is sponsoring the programme – audience would associate Yorkshire with the attractive views/good food – if the programme is enjoyed it may attract people to visit Yorkshire – advertisement can give added details not shown in the programme. Publicise the sponsorship on its website – will make visitors to the website aware that it is willing to sponsor programmes that cover more than Yorkshire – could enhance its public image – may then read the rest of the website more carefully – could be attracted to take up holiday suggestions shown there.
<u>AO2</u> MB1 = 2	1 mark for how that relates to the programme (maximum 2 marks)	
	1 mark for why that would help promotion of visits (maximum 2 marks)	
	(5 marks)	

7(a) Explain the benefit to Welcome to Yorkshire of this product placement deal.		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB2 = 1</p> <p><u>AO2</u> MB1 = 1</p> <p><u>AO3</u> MB1 = 2</p>	<p>1 mark for benefit (maximum 2 marks)</p> <p>1 mark for why that comes from the placement (maximum 3 marks)</p> <p style="text-align: right;">(4 marks)</p>	<ul style="list-style-type: none"> • High exposure – Emmerdale averages 7 million viewers per episode – is shown every weekday – creates a fairly high likelihood that some of the placements will be seen by a wide audience. • Relevant to the business – Emmerdale is set in Yorkshire – when the placements are seen people who enjoy the programme may think about visiting where it is set – the programme will itself advertise the county.

7(b) Analyse why there might be drawbacks for the Welcome to Yorkshire promotion because of the nature of the product placements?		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB3 = 1</p> <p><u>AO2</u> MB1 = 2</p> <p><u>AO4</u> MB1 = 2</p>	<p>1 mark for drawback (maximum 2 marks)</p> <p>1 mark for why it comes from the nature of the placement (maximum 3 marks)</p> <p style="text-align: right;">(5 marks)</p>	<ul style="list-style-type: none"> • May not be noticed by viewers – these are posters, stickers placed for example in the pub – viewers will also be thinking about the plot of the soap not background images – may be too small to read the details • Could be costly – Welcome to Yorkshire had to pay for the placements – the deal is for six months covering close to 200 programmes – ITV is likely to have asked for a significant payment because of the potential coverage.

8(a)	State what media was used for this informative promotion.	
AOs	Mark Allocation	Exemplar Responses
AO1 MB1 = 1	1 mark for medium (1 mark)	(Arriva has been used as an example for Q8) <u>Name of business – Arriva</u> <u>Type of good/service – Bus transport</u> <ul style="list-style-type: none"> • Notice • Timetable • Print media

8(b)	Describe the information that this promotion gave which made it useful for the customers.	
AOs	Mark Allocation	Exemplar Responses
AO1 MB1 = 2 MB2 = 1 MB3 = 1	1 mark for detail of information (maximum 2 marks) 1 mark for how it is useful for customers (maximum 3 marks) (4 marks)	<ul style="list-style-type: none"> • Gives details of bus times – customers will know when the buses are due – can plan their journeys around those times – saves them having to wait in case a bus may come. • States the main stops for the buses – customers will know the route – will tell them if the bus goes where they want to get to – can make other arrangements if it does not go where they want to go.

8(c)	Show how this business ensured that the right target market saw the informative promotion.	
AOs	Mark Allocation	Exemplar Responses
AO1 MB1 = 2 MB2 = 1 AO2 MB1 = 2	1 mark for target How did the business reach this target (maximum 2 marks) How did it ensure that this was the right market (maximum 3 marks) (1 + 2 + 2) or (1 + 1 + 3) (5 marks)	<ul style="list-style-type: none"> • People who use buses – notice put up at the bus stop – placed in the bus shelter – people wanting to catch a bus will wait at the bus stop – if the weather is bad they will wait inside the shelter. • People going to work/school by bus – notice placed at the bus stop – Arriva knows walkers and school children use the buses – workers/school children can read the timetable as they wait – target can be told if there is any changed to schedules.

9(a) Which elements of the sales promotion made it attractive to potential customers?		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB1 = 1 MB2 = 1</p> <p><u>AO2</u> MB1 = 2</p>	<p>1 mark for element of the offer (maximum 2 marks)</p> <p>1 mark for why that would be attractive (maximum 3 marks)</p> <p style="text-align: right;">(4 marks)</p>	<p>(<i>Peter Marcus</i>, hairdressing, has been taken as an example for Q9) <u>Name of business – <i>Peter Marcus</i></u></p> <ul style="list-style-type: none"> • 25% discount offered on first visit – applied to all of the saloon services – prices could be as much as £80 – the offer could save customers up to £20 which would be very attractive.

9(b) Analyse any constraints the business placed on the use of the sales promotion.		
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB1 = 3</p> <p><u>AO3</u> MB1 = 2 MB2 = 2 MB3 = 1</p>	<p>1 mark for the constraint (maximum 2 marks)</p> <p>1 mark for analysing effect of constraint (maximum 2 marks)</p> <p>(Maximum for just one constraint 4 marks)</p> <p style="text-align: right;">(6 marks)</p>	<ul style="list-style-type: none"> • Did not apply to the top stylists – customers may feel that they are getting second best – styling by Peter Usher and Marcus Shamim would not be part of the offer – could make the offer less attractive. • Offer only available on Monday, Tuesday, Wednesday and Thursday – these are working days for many people – may not be able to take up the offer – a weekend might be more attractive/convenient for customers. • Only applies to new customers – existing customers may not be happy – they are loyal customers and may feel they should also be offered the discount – may also feel that new customers will make it more difficult to book appointments.

10(a) How does the location of this billboard ensure that the right target audience can see the advertisement?		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1 MB2 = 1</p> <p>AO2 MB1 = 1 MB2 = 1</p>	<p>1 mark for target audience</p> <p>1 mark for location</p> <p>1 mark for how that location ensures right target sees the advertisement (maximum 2 marks)</p> <p style="text-align: right;">(4 marks)</p>	<p>(British International Helicopters has been taken as an example for Q10)</p> <p><u>Name of business – British International Helicopters</u></p> <p><u>Main of product – Air transport</u></p> <ul style="list-style-type: none"> • Tourists – main street in St Ives – tourist frequently visit St Ives for holidays – a flight to the Scilly Isles from nearby Penzance may be something they will consider. • Holiday makers – main street in St Ives – holidaymakers at St Ives will have decided that the South West is a good place to visit – might be tempted to consider visiting the Scilly Isles by helicopter for another holiday.

10(b) Show how the billboard advertisement effectively creates the AIDA features of attention and action.		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1 MB1 = 1</p> <p>AO2 MB1 = 2 MB2 = 1 MB3 = 1</p>	<p>1 mark for understanding of term (may be implied)</p> <p>1 mark for how it created attention (maximum 2 marks)</p> <p>(Repeat for action)</p> <p>(1 + 2) x 2</p> <p style="text-align: right;">(6 marks)</p>	<p><u>Attention</u></p> <ul style="list-style-type: none"> • The images stand out as people pass by – shows a helicopter flying over the sea towards the green lands of the Scilly Isles – and uses the words ‘an exhilarating 20 minutes’. <p><u>Action</u></p> <ul style="list-style-type: none"> • Getting people to actually check about the service – the web address is given – interested people will then be able to contact the business for further information/to buy tickets.

Total for Paper – 90 marks

