

Questions 1 to 4 relate to the information about 'Deal or No Deal' shown in Figure 1.

Figure 1

The United Kingdom (UK) version of 'Deal or No Deal' is a television (TV) game show in which studio contestants can win between 1p and £250 000. Viewers can also phone or email in to win a daily prize of £1 000, £2 000 or £10 000 with a rollover of up to £30 000 if the top prize was not won. A new game is shown every weekday from 4.15–5.00 p.m. and on Sundays from 4.55–5.45 p.m. A repeat of one of these programmes is shown on Saturdays from 5.10–6.00 p.m., for which there is no viewer prize.

For the week ending the 4th of March 2007, the programme had over 3 million viewers on Monday, Tuesday, Wednesday and Sunday, which was the 4th to 7th highest ratings for Channel 4 viewing. Thursday and Friday had over 2.8 million viewers. The Saturday repeat had less than 2 million viewers.

1. This programme was sponsored in 2006 and 2007 in a multi-million pound deal by *BT*'s The Phone Book, which provides a directory service of telephone numbers. The sponsorship deal includes an agreement that the programme producers state that the programme is sponsored by The Phone Book each time it is shown and that linked advertisements are used at each commercial break.
 - (a) Considering how the programme works, why was 'Deal or No Deal' a particularly suitable programme for *BT* to sponsor?

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(b) Explain the likely benefits to *BT* of sponsoring this programme.

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(c) Explain why sponsoring this kind of programme might create negative publicity for *BT*.

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Q1

(Total 11 marks)

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3

Turn over



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2. On Saturday 17th March 2007, during the 5.40 p.m. break in the show, eight businesses other than *BT* advertised. **Table 1** shows the businesses and the products being advertised.

Table 1

Business	Product
Chicago Town	Pizza
Expedia	Holidays
Guinness	Guinness drink
Fiat (Cars)	Punto Grande
The Automobile Association	Car Insurance
The Co-op (Supermarket)	Scottish Salmon
Just for Men	Hair colouring
B & Q	Garden equipment

- (a) Explain which **two** of these businesses are likely to have chosen March as the best time to advertise their product.

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(6)



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(b) Show how choosing this Saturday 5.10–6.00 p.m. slot would create **three** distinct drawbacks for the business advertising.

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(6)

Q2

(Total 12 marks)

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3. The viewer figures only tell a business how many people were recorded as looking at a programme.

(a) Why might the viewers of the programme not be affected by the individual advertisements?

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(b) Advise these businesses on how they could cost-effectively check if their advertisements had reached target audiences across the UK.

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(5)

(Total 8 marks)

Q3





<p>4. Advertising on Channel 4 is restricted to a maximum average of seven minutes per hour.</p> <p>(i) Identify the organisation responsible for setting this limit.</p> <p>.....</p> <p style="text-align: right;">(1)</p> <p>(ii) State why this limit is set.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(2)</p> <p style="text-align: right;">(Total 3 marks)</p>	<p>Leave blank</p> <p>Q4</p> <div style="border: 1px solid black; width: 20px; height: 20px; margin: 0 auto;"></div>
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Questions 5 to 7 relate to promotional campaigns used by *Tolvaddon Farm Ltd.*

Figure 2

Tolvaddon is located in the North of Cornwall, 4 miles from the sea. Originally it was simply a 200 acre farm but now many of the buildings have been converted into cottages for holiday lets. There is a farm shop, a tea room and visitor trails that allow people to see the animals and the work done on the farm.

A wide range of promotional methods are used including road side signs, advertisements in the press, a multi-page website and even a large helium balloon floated over the tea room in the summer.

The target population for the holiday lets is the rest of the United Kingdom (UK), the United States (USA) and the European Union (EU).

The target population for the farm shop and tea room is mainly locals, people staying in the cottages or people passing by.

5. (a) Why would the helium balloon be considered ambient advertising?

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(2)



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(b) Considering the products and services *Tolvaddon* offers, explain

(i) which target group the road side signs are most likely to be aimed at.

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(ii) which target group the website is most likely to be aimed at.

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(3)

(Total 8 marks)

Q5



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6. *Tolvaddon* places an advertisement in two regional newspapers, one is free for readers and the other has to be bought. The free, black and white ‘Gazette’ is available monthly in only seven small towns near to where the farm is located. The full colour ‘Cornish Guardian’ is a weekly publication for the whole of the North of Cornwall.

(a) Analyse how *Tolvaddon*’s production requirements for advertisements in these two publications are likely to differ.

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(6)



American tourists taking a holiday in Cornwall will be one of the target groups at which these newspaper advertisements are aimed.

(b) Advise *Tolvaddon* which newspaper would be most effective in reaching this target group.

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(6)

Q6

(Total 12 marks)



<p>7. When creating its multi-page website the owners of <i>Tolvaddon</i> had to employ the services of a specialist website design firm.</p> <p>(a) Examine the internal constraints within <i>Tolvaddon</i> that are likely to have forced the owners to have the website designed by another business.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(4)</p> <p>(b) List two drawbacks to <i>Tolvaddon</i> of using specialist website designers.</p> <p>1</p> <p>.....</p> <p>2</p> <p>.....</p> <p style="text-align: right;">(2)</p> <p style="text-align: right;">(Total 6 marks)</p>	<p>Leave blank</p> <p style="text-align: center;">Q7</p> <div style="border: 1px solid black; width: 20px; height: 20px; margin: 0 auto;"></div>



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Questions 8 to 10 are based upon parts of real promotional campaigns that you have studied during your course.

8. Many businesses still use **large** roadside billboards for advertising. With reference to **one** specific recent advertisement using this method, answer the questions below.

(a) Name or describe the product/service being advertised

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State the specific location of the advertisement

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(1)

(b) (i) Analyse **one** feature used in **this** advertisement that made it particularly suitable for a large billboard placement.

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(3)

(ii) Analyse **one** feature used in **this** advertisement that made it particularly suitable for advertising this product.

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(c) Explain why the specific location chosen was so important for the effectiveness of this advertisement.

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(3)

(Total 10 marks)

Q8

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9. Effective promotion needs to get through to the target audience. Using an example of a product where the promotion has been specifically targeted at mothers, answer the following questions.

(a) Identify and describe the product.

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(b) Describe the way in which this product is being promoted to mothers.

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(3)

(c) Why is **this** way effective for promoting to the target audience?

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(4)

(d) Outline **one** possible negative effect of **this** way of promoting to the target audience.

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(2)

(Total 10 marks)

Q9



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10. With reference to a real business that has used advertising on its packaging to inform customers about a special offer, answer the following questions.

(a) Name the product being promoted

Where was it being sold?

Give details of the special offer

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(2)

(b) Analyse the features of the advertising on the packaging that made the special offer effective.

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(6)

(c) Describe a legal constraint that would apply to how the special offer was advertised on the packaging.

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(2)

(Total 10 marks)

Q10

TOTAL FOR PAPER: 90 MARKS

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