Centre No.					Pape	er Refer	ence			Surname	Initial(s)
Candidate No.			6	9	2	1	/	0	1	Signature	

6921/01

Edexcel GCE

Applied Business

Unit 6: Investigating Promotion Tuesday 13 January 2009 – Afternoon

Time: 1 hour 30 minutes

Materials	required	for	examination
> x · · 1			

Nil

Items included with question papers

Instructions to Candidates

In the boxes above, write your centre number, candidate number, your surname, initial(s) and signature. The paper reference is shown above.

Check that you have the correct question paper.

Answer ALL the questions. Write your answers in the spaces provided in this question paper. Additional answer sheets may be used.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2). There are 10 questions in this question paper. The total mark for this paper is 90. There are 16 pages in this question paper. Any blank pages are indicated.

Advice to Candidates

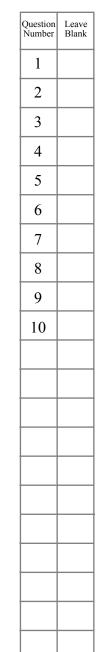
You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically, including your use of grammar, punctuation and spelling. Include diagrams in your answers where these are helpful.

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Examiner's use only

Team Leader's use only

Turn over



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Questions 1 to 3 relate to the information about Water Safe, shown in Figure 1.

Figure 1

Stan Nowak runs a very successful plumbing business in Cardiff called *Water Safe*. He owns the business and employs other qualified plumbers when demand for his services is high.

His turnover is fairly low and, therefore, he mainly restricts his promotion to telephone directories for the Cardiff area, advertisements in the South Wales Echo, cards placed in local DIY stores and recommendations from satisfied customers.

l .	(a)	Identify which promotional media, shown in Figure 1 , is least likely to requiuse of print.	ire the	
			(1)	
	(b)	Explain why Stan is likely to have chosen telephone directories as an important of promoting his business.	nt way	
			(4)	Q
_		(Total 5 m		

			Le
•		n's cards are placed at the exits of local DIY stores, such as B&Q and Focus. They are dit card size. They are placed on displays with up to 30 cards from other businesses.	
	colo	n's cards are printed on both sides. They are light blue with black text and have bured pictures of some of his work. They also list the services he can provide and tact details.	
	(a)	Why is the size of the card important for promoting Stan's business?	
		(3)	
	(b)	Discuss the advantages and disadvantages of placing these cards in DIY stores.	
		Advantages	
		Disadvantages	
		(8)	C



3 n ove

(a) Describe why Stan must not advertise for only male plumbers. (3) (b) State one cost, one limitation and one production requirement for Stan of using the South Wales Echo for advertisements. Cost Limitation Production requirement (3) (3) (3) (Total 6 marks)		Then demand is high, Stan needs to advertise for other skilled plumbers. He places be divertisements in the South Wales Echo.	is Lo
(b) State one cost, one limitation and one production requirement for Stan of using the South Wales Echo for advertisements. Cost Limitation Production requirement (3)	(a) Describe why Stan must not advertise for only male plumbers.	
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South Wales Echo for advertisements. Cost Limitation Production requirement (3)			3)
Limitation	(b		ne
Production requirement		Cost	
Production requirement		Limitation	
(3) Q3			
$(3) \qquad \boxed{Q3}$		Production requirement	
(Total 6 marks)			 3) Q3
		(Total 6 mark	s)

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Questions 4 to 7 relate to the information about Argos shown in Figure 2.

Figure 2

Argos is a catalogue retailer, selling a wide range of products for the home from its catalogue in over 680 stores in the UK and the Republic of Ireland, and also through on-line and telephone orders. The business serves over 130 million customers a year in its stores and takes a further 4 million orders, on-line or by phone. It is estimated that on average 17 million UK households have an Argos catalogue at home at any one time. The product range includes health and beauty, home furnishing, TVs, DVD players, camera products, toys, arts and crafts, fitness and exercise, electrical white goods and DIY.

The full catalogue of over 18,000 products, with full colour pictures, specifications, options and prices, is produced twice a year. It can be looked through in *Argos* stores, or on-line, and the 1,780 page free catalogue can be picked up in-store to be taken home. In August 2007 customers who visited the stores could also pick up four other brochures/leaflets:

- 1. a 72 page brochure showing a cut down sample of the range of products for sale
- 2. a 20 page brochure focusing on new jewellery and stylish watch brands
- 3. a 12 page leaflet showing products where catalogue prices had been lowered
- 4. an 8 page leaflet showing reductions in prices on 150 outdoor products.

4.	(a)	(i)	From Figure 2 identify two types of media <i>Argos</i> employs for promoting the products that it sells.
			1
			2(2)
		(ii)	From Figure 2 give one example for each type of media you have identified in (i).
			1
			2
			(2)



 (6)
(Total 10 marks)
(Total To marks)

(a)	
	Discuss why <i>Argos</i> would produce the first two additional brochures/leaflets (1 and 2 in Figure 2) when it has already produced a 1,780 page catalogue.
	(7)
(h)	Considering the nature of the products in the 8 page leaflet, justify why this leaflet
(0)	was available when it was.
(0)	
(0)	
(0)	
(0)	
(0)	

H 3 3 4 5 5 A 0 7 1 6

7

	ugh the most convenient shopping experience".
(a)	How do the promotions shown in Figure 2 support the objective of providing customers with the best value for money?
	(3)
b)	How do the ways <i>Argos</i> uses catalogues support the objective of providing customers with the most convenient shopping experience?

Analyse the s	success for A	rgos of usin	g its catalo	ogues as a	method of p	promoting the
products that	it sens.					
	•••••					
•••••						
	•••••				•••••	
	•••••				•••••	
	•••••					
			•••••			



Leave blank

stu		ns 8 to 10 are based upon parts of real promotional campaigns that you have during your course.
8.		h reference to a business that has recently used a free sample as a sales promotion, wer the questions below.
	(a)	Name or description of the product/service that was being offered as a free sample.
		(1)
	(b)	Explain how the business ensured that potential customers could take advantage of this free sample offer.

	Leave blank
Explain why a free sample was a particularly effective way of promoting this product/ service.	Diank
(6)	Q8
(Total 10 marks)	

	ds or services, answer the following questions.
(a)	Name of business.
	Description of main type of good/service.
	(1
(b)	Identify one setup cost and one running cost required for this website.
	Setup cost
	Running cost
	2.0
	(2
(c)	
(c)	Describe a non-web based media used by this business to promote its product
c)	Describe a non-web based media used by this business to promote its product
c)	Describe a non-web based media used by this business to promote its product service.
(c)	Describe a non-web based media used by this business to promote its product
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(c)	Describe a non-web based media used by this business to promote its product service.
(c)	Describe a non-web based media used by this business to promote its product service.

		Leave blank
(d) Comp effect	pare the use of the web based and the non-web based methods of promotion as tive ways of reaching the business's target audience.	Olum
	(5)	Q9
	(Total 10 marks)	

11 7:4	h mefemence to a major IIV on mostinational besides that sells its week to be 1100
	h reference to a major UK or multinational business that sells its products in the UK other EU countries, answer the following questions.
(a)	Name of business and product
	Name of one EU country, other than the UK, in which the product is being sold.
	(2)
(b)	Show how this business has adapted its advertising for products sold in other EU
	countries compared to its advertising in the UK.
	(6)

(c)	How does promoting the business in more than one EU country help to enhance the	Le
	image of this business?	
	(2)	Q
	(Total 10 marks)	
	TOTAL FOR PAPER: 90 MARKS	
	END	

