



Questions 1 to 3 relate to the information about *The HayWain* theatre shown in Figure 1.

Figure 1

*The HayWain* is a small theatre in Weston which puts on plays, shows and concerts. It also runs drama workshops for local schools and colleges and the general public.

The workshops are promoted

- on posters in the lobby of the theatre and in the town library
- through occasional press advertising
- through direct contact by telephone with local schools and colleges.

The plays, shows and concerts are advertised

- weekly, in the local paid for newspaper
- through monthly distributions of leaflets to all houses in the town
- on hoardings outside the theatre
- twice yearly, through booklets sent to customers on its database.

1. (a) Show **two** advantages of promoting the workshops through direct contact with the schools and colleges.

1 .....

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2 .....

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(2)

(b) Show **two** disadvantages of promoting the workshops in the lobby of the theatre.

1 .....

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2 .....

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(2)

Q1

(Total 4 marks)



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2. (a) List **two** steps *The HayWain* will need to take before it sends the booklets to be printed.

1 .....

2 .....

(2)

(b) How is the effectiveness of advertising *The HayWain* likely to be constrained by the way it uses these booklets?

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(6)

Q2

(Total 8 marks)





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Questions 4 to 7 relate to the information about *Hybu Cig Cymru – Meat Promotion Wales (HCC)*, shown in Figure 2.

Figure 2

*Hybu Cig Cymru – Meat Promotion Wales (HCC)* is the organisation responsible for promotion and marketing of Welsh lamb and Welsh beef. *HCC* promotes these products to both the home market and to European markets, working with retailers, farmers markets and other foodservice operators.

As part of its promotional activities *HCC* uses all of the following methods of promotion:

- national television, with a 30 second long advertisement entitled ‘Wet your appetite’
- a National Beef Day when Local Authorities and Health Trusts across Wales serve Welsh beef in their schools and hospitals
- stalls at food and agricultural exhibitions across Europe
- a wide range of free booklets and factsheets
- regular press releases on newsworthy changes in the Welsh lamb and beef industry
- a multi-language DVD/video promoting the quality of Welsh lamb and beef.

4. (i) From the methods of promotion shown in **Figure 2**, identify **one** example of each of the following types of promotion.

Public relations (PR) .....

Ambient .....

(2)

- (ii) State why each of the types of promotion you gave in (i) shows the type of promotion listed.

Public relations (PR) .....

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Ambient .....

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(2)

Q4

(Total 4 marks)



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5. (a) How will the steps *HCC* has taken help promote Welsh lamb and beef outside the UK market?

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(6)

(b) Discuss **one** way in which *HCC* will be able to assess the effectiveness of its promotions outside the UK.

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(4)

(Total 10 marks)

Q5

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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 use seasonal promotional campaigns, for example, in spring and summer, or at particular times of year such as Christmas.

With reference to a major UK business or multinational business that has recently used a seasonal promotional campaign, answer the questions below.

(a) Name or description of the product/service being sold. ....

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Season/time of year in which this campaign took place .....

Name or description given to this campaign .....

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**(2)**

(b) Explain why this particular season/time of year was chosen for this campaign.

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**(4)**



(c) How did the business use features of the season/time of year to promote this campaign?

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(4)

(Total 10 marks)

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Q8

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9. With reference to a product that has recently been advertised on national television, which has used a well known personality, answer the following questions.

(a) Name or description of the product .....

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Name of the well known personality ..... (1)

(b) Describe what the well known personality was doing in the advertisement to promote the product.

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(c) Explain why this particular personality was chosen for advertising this particular product.

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(Total 10 marks)

Q9



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**10.** Every month the Advertising Standards Authority (ASA) receives complaints and makes judgments on about 15 to 20 advertisements.

With reference to **one** judgment where the ASA has asked for action to be taken by the business advertising, answer the following questions.

(a) The name of the business .....

Main objective of the advertisement

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**(1)**

(b) (i) What complaint was made against the advertisement?

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**(1)**

(ii) Identify the specific issues about **this** advertisement that were considered by the ASA before it reached its judgment.

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**(4)**

(iii) State the action that the ASA required from the business advertising.

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**(1)**

**QUESTION 10 CONTINUES ON NEXT PAGE**



(c) Explain how the judgment by the ASA is likely to have affected the public image of the business.

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(3)

(Total 10 marks)

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Q10

**TOTAL FOR PAPER: 90 MARKS**

**END**

