

Leave blank

Questions 1 to 4 relate to the information about *Easy Grazing Plc* shown in Figure 1.

Figure 1

Easy Grazing is a national chain of outlets, offering restaurant and bar facilities in major towns and cities in the UK. Each outlet offers a set menu including full English breakfast, standard meals such as fish and chips, roast dinners with a choice of vegetables and more specialised international meals, for example, curries, stir fries and pasta dishes.

Easy Grazing's target market is all sections of the general public, which includes business men, business women and students. Prices are very competitive and each week special offers are made available in all outlets.

Easy Grazing's promotions include the following methods.

- 30 second television advertisements, repeated each night for a week. This is done four times a year.
- 10 second radio advertisements on local radio stations in areas where it has outlets. This is done once a week, every week.
- Posters placed in the windows of each outlet, advertising that week's special offers.
- A payment of £1 for every order over £20 to a local charity.
- A website providing full details of menus, special offers, etc.

1. (a) (i) Which of the methods of promotion listed in **Figure 1** would be most likely to show promotion through 'public relations'?

.....
.....

(1)

(ii) Explain why the method you have chosen in (i) is promotion through 'public relations'.

.....
.....
.....
.....
.....
.....

(3)

Q1

(Total 4 marks)



Leave blank

Easy Grazing, like many competitors such as *Wetherspoon* and *Varsity*, provides customers with free WiFi access. This allows customers to bring laptop computers into its outlets and access the internet without a charge.

4. (a) Why would free WiFi access be a particularly attractive form of promotion for *Easy Grazing's* target market?

.....
.....
.....
.....
.....
.....
.....
.....
.....

(4)

(b) Explain how offering the facility of free WiFi access may cause changes to buyer behaviour for *Easy Grazing's* products.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(5)

Q4

(Total 9 marks)



Questions 5 to 7 relate to the information about *White Out*, shown in Figure 2 and Table 1.

Figure 2

White Out is a small chain of shops in the South East of England selling ski wear and ski equipment. With the downturn of the economy in 2008 sales were affected, and during 2009 the business increased its total expenditure on promotion by £650 from £9 600 to £10 250.

In 2008 and 2009 *White Out* kept records of sales in all of its outlets and asked each customer how they had heard about the shop. Table 1 shows the results of these surveys and the changes in expenditure that were made in different parts of the overall promotion for the business.

Table 1

| Promotional method | Expenditure in 2008 | Percentage increase in expenditure 2008 to 2009 | Percentage of customers naming a specific promotional method | |
|-----------------------------------|---------------------|---|--|------|
| | | | 2008 | 2009 |
| Local Newspapers | £4 000 | 25 | 30 | 32 |
| Yellow Pages | £200 | 5 | 20 | 20 |
| Cinema | £800 | 10 | 10 | 15 |
| Leaflets | £600 | 10 | 15 | 10 |
| Sponsorship of local sports clubs | £2 000 | 0 | 10 | 8 |
| Other | £2 000 | -25 | 15 | 15 |



Leave
blank

White Out sponsors local sports clubs by providing them with funds to buy sportswear and training equipment for their teams.

6. (a) Describe what *White Out* is likely to expect in exchange for its sponsorship.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(3)

(b) Explain why *White Out* might have made its decision not to change the level of sponsorship from the £2 000 it spent in 2008.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(4)

Q6

(Total 7 marks)



Leave
blank

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

8. Many high street retailers promote their businesses, or special offers, with leaflets that can be picked up by people visiting their shops.

With reference to a national UK or multinational high street retailer that has recently used leaflets in this way, answer the questions below.

Name of the business

Main type of goods or services sold by the retailer.

.....

The particular aspect of the business being promoted through the leaflet.

.....

- (a) Describe the information being provided on the leaflet.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(3)



Leave blank

(b) Explain **one** benefit of placing **this** leaflet in the high street outlet, rather than distributing it in another way.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(4)

(c) How could **one** part of **this** leaflet have been improved to make it more effective?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(3)

Q8

(Total 10 marks)



Leave
blank

9. Many businesses' promotional campaigns include advertising their goods or services in local newspapers. These newspapers frequently have special sections of the paper for different types of business. With reference to a local newspaper that offers advertising space to businesses, answer the following questions.

Name of local newspaper

(a) List **three** distinct types of business that have specific sections of the paper set aside for their advertisements.

1

2

3

(3)

(b) Explain why the local newspaper chooses to display many of the advertisements placed in the paper in specialised sections.

.....

.....

.....

.....

.....

.....

.....

.....

.....

(3)



Leave
blank

10. Many businesses are faced with significant internal cost constraints when they are promoting their goods or services.

With reference to a business that has successfully overcome these cost constraints on its promotional campaign, answer the following questions.

Name of the business

Main type of goods or services sold by the chosen business.

.....

(a) Identify the cause of the internal cost constraints.

.....
.....
.....
.....

(2)

(b) How did the business successfully overcome these cost constraints?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(4)

QUESTION 10 CONTINUES ON NEXT PAGE



(c) Assess the effect on the business of how it dealt with the constraint.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4)

Q10

(Total 10 marks)

TOTAL FOR PAPER: 90 MARKS

END

