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| Write your name here | |
| Surname | Other names |
| Centre Number | Candidate Number |
| <input type="text"/> | <input type="text"/> |
| Edexcel GCE | |
| Applied Business | |
| Unit 6: Investigating Promotion | |
| Tuesday 25 May 2010 – Morning Time: 1 hour 30 minutes | Paper Reference 6921/01 |
| You do not need any other materials. | Total Marks |
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Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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Questions 1 to 3 relate to the information about *Robert Thompson's Craftsmen Ltd* shown in Figure 1.

Figure 1

Robert Thompson's Craftsmen Ltd is a furniture manufacturing business located in Kilburn village in Yorkshire. The business is famous for its English oak furniture, each piece of which has a hand carved mouse somewhere on it. Robert Thompson, the founder who had carved the first mouse, was known as the Mouseman. The furniture is often referred to as Mouseman® furniture which is now a registered trademark. The main target market is people in the UK and abroad, who are looking for quality oak furniture that will last and may eventually become a valuable antique.

Among the methods of promotion that promote the business are:

- An A3 leaflet, about the visitor centre, folded into six pages. This is available in tourist information centres, hotels and tourist venues in nearby towns such as Thirsk. The brochure gives the history of the business and details of the showroom, workshop, gift shop and café in Kilburn village.
- A showroom in Kilburn with samples of many of the products for sale.
- A website with details of the product range, company history, prices and contact details for orders.
- Business directories with entries under the heading of furniture.
- Independent articles in the press which give details of the history and the value of the furniture produced by this business.

1 (a) What is the advantage to a business of having a registered trademark?

(2)

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(b) Why was the registered trademark for *Robert Thompson's Craftsmen* particularly appropriate?

(3)

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Some potential customers believe that businesses exaggerate the quality of their products.

(c) Which of the promotion methods listed in **Figure 1** would be most effective when promoting the quality of Mouseman® furniture to these customers?

(4)

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(Total for Question 1 = 9 marks)



2 When people visit the Kilburn village site during normal business hours, they can see the craftsmen at work from the Viewing Gallery that overlooks the workshop.

(a) Why could this be described as ambient promotion?

(1)

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(b) Explain **two** main limitations of this form of ambient promotion?

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(Total for Question 2 = 6 marks)



*3 Considering *Robert Thompson's Craftsmen's* main target market, assess whether the leaflet described in **Figure 1** would be more or less effective than the website, also described in **Figure 1**.

(11)

Dotted lines for writing answer.

(Total for Question 3 = 11 marks)



Questions 4 to 7 relate to the voluntary chain *Volco*.

Figure 2

Volco is a voluntary chain of independent local food stores operating in different regions of the UK, using the *Volco* name. *Volco* provides each independent retailer with the goods they sell and carries out most of the promotion for the retailers.

Volco is considering expanding into some regions in France and Germany.

4 As part of its promotions *Volco* chooses products that, when bought, will generate donations from the company to good causes in each independent retailer's local community.

(a) What type of promotional tool is this?

(1)

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(b) Examine the likely promotional objective behind *Volco*'s decision to give these donations when customers buy the chosen products.

(5)

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(Total for Question 4 = 6 marks)



As part of its planning for expansion into regions of France and Germany *Volco* will continue to carry out most of the promotion for the independent retailers there.

5 (a) How will the fact that these countries use the Euro affect the way *Volco* plans its promotions to customers in these countries?

(4)

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(b) How will the fact that *Volco* carries out most of the promotion for the independent retailers help its promotion?

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(Total for Question 5 = 8 marks)



Volco produces leaflets and posters to advertise the monthly offers available in the retail outlets. Leaflets are available in store and are distributed to all local households. The posters are put in the windows of each outlet, but these show only 25% of all the offers that are available.

Volco carried out research at one of its outlets into the effectiveness of these forms of promotion by asking 100 people where they had first seen the special offers.

The research results are shown on **Table 1**, which also shows the number of leaflets delivered, taken from the shop and the number of posters displayed in the window. It also shows the cost of each method.

Table 1

| Method | Number | Cost/leaflet or cost/poster | Number seeing method first |
|--------------------------------|---------------|------------------------------------|-----------------------------------|
| 1. Leaflet delivered to home | 1,200 | 3p [†] | 60 |
| 2. Leaflet taken from shop | 200 | 2p | 20 |
| 3. Posters seen in shop window | 4 | 5p | 20 |

[†] Includes cost of delivery



***6** Advise *Volco* whether it should continue to use all three methods of promotion or concentrate on only one method.

(11)

A series of horizontal dotted lines for writing the answer to Question 6.

(Total for Question 6 = 11 marks)



7 Of the 100 items in *Volco's* UK 2010 Easter brochure, 19 are for beer, wine or spirits. Many of these items are offered at half price, buy-one-get-one-free (BOGOF) and three for the price of two.

(a) Which of these promotions give customers the best value for money?

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(b) What would be the ethical considerations of promoting these 19 items in this way?

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(Total for Question 7 = 9 marks)



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

8 With reference to a national UK or multinational high street retailer which uses an in-store public address system to promote its products, answer the following questions.

Name of the business.

Main type of goods or services sold by the retailer.
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(a) Explain how the business uses the public address system to promote its products. (4)

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(b) How does the business check the effectiveness of this form of promotion? (4)

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(c) State **two** drawbacks of using a public address system for its promotion that this business could experience.

(2)

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(Total for Question 8 = 10 marks)



9 With reference to a business that has used sponsorship as a major part of its promotional strategy, answer the following questions.

Name of business sponsoring

Name of business or organisation being sponsored

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(a) Describe the agreement made between the sponsor and the sponsored business. (4)

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(b) Discuss the benefits for the sponsor compared to those of the sponsored business.

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(Total for Question 9 = 10 marks)



10 Many businesses use pop-ups on other business's websites to promote their goods or services.

With reference to a business that uses this form of promotion, answer the following questions.

(a) Name of the business whose goods or services were promoted.

(1)

Name of the business on whose website the pop-up was displayed.

Description of the pop-up.

(b) Explain why the business placing the pop-up chose this particular website.

(5)



(c) Show the benefits to the business which owns the website of having this pop-up on its website.

(4)

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(Total for Question 10 = 10 marks)

TOTAL FOR PAPER = 90 MARKS

