

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCE**

# Applied Business

## Unit 6: Investigating Promotion

Tuesday 24 May 2011 – Morning  
**Time: 1 hour 30 minutes**

Paper Reference

**6921/01**

**You do not need any other materials.**

Total Marks

### 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.

Turn over ►

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Questions 1 to 3 relate to the information about a promotion by *Coca Cola Ltd* shown in Figure 1.

### Figure 1

As part of a 2009 promotional campaign *Coca Cola Ltd* offered students at university the opportunity to win £3,500 toward their university fees. 'Freshers' (students joining a university for their first year) were the specific target for the promotion.

The promotion included posters displayed in cafes and common rooms on university campuses. The posters were shown in the familiar red colours used to promote its cola range of drinks and showed bottles of its three main colas.

Two rewards were offered:

1. A £3,500 prize offered each week towards paying one lucky fresher's fees.
2. Nintendo DSis and Nintendo Points cards to be won every day.

In order to enter the competition freshers needed to text their details and the name of their university to a number given on the poster.



1 The main heading for the poster said 'BUY ONE GET YOUR FEES!'

(a) Examine a likely objective behind *Coca Cola's* choice of the words 'BUY ONE GET YOUR FEES!'

(4)

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(b) Explain what the use of 'each week' and 'every day' is likely to communicate about the value of the prizes to be won.

(4)

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(c) Describe **one** likely reason why *Coca Cola* chose to ask students to text for a chance to win the prizes.

(3)

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**(Total for Question 1 = 11 marks)**



2 (a) The placing of these posters on university campuses can be considered as being both ambient **and** non-ambient media.

(i) Why could the placing of these posters be considered as ambient media?

(2)

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(ii) Why could the placing of these posters be considered as non-ambient media?

(2)

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(b) With reference to where the posters were placed in the universities, identify the possible drawbacks in terms of their effectiveness.

(4)

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**(Total for Question 2 = 8 marks)**





Questions 4 to 7 relate to *Redpath Cards Ltd*.

**Figure 2**

*Redpath Cards Ltd* is a leading national publisher of greeting cards. *Redpath* produces over 1,000 different greeting cards for all occasions. Ranges include humorous, sentimental, cards for different family members, and cards for special occasions.

*Redpath* shows the full range of cards on its website and also provides retailers with an annual update of its ranges. Retailers tend to buy in bulk and give repeat orders. *Redpath* also offers retailers the use of display racks and spinners for displaying the cards.

Retailers can order online, by phone, by post or when regional sales representatives (reps) visit the greetings card shops.

4 Explain why *Redpath* offers retailers the use of its **own** display racks and spinners.

(4)

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**(Total for Question 4 = 4 marks)**



*Redpath* sends out colour brochures to greetings card retailers once a year. The brochure has all of the cards available for sale and provides a special feature on any new cards.

5 (a) Explain how **one** of the characteristics of the brochure described above would be of benefit to *Redpath*.

(4)

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(b) Why would *Redpath* send sales representatives to the retail shops if it is sending out these annual brochures?

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**(Total for Question 5 = 9 marks)**





\*6 With reference to the details about *Redpath's* business shown in **Figure 2**, discuss why television would **not** be a suitable method of promotion for its business.

(11)

Dotted lines for writing.

**(Total for Question 6 = 11 marks)**



7 The Committee of Advertising Practice (CAP) code states that: 'Marketers should not display a trust mark, quality mark or equivalent without having obtained the necessary authorisation.'

(a) (i) State what the term 'trust mark' means.

(1)

(ii) State what the term 'quality mark' means.

(1)

(b) Examine the ethical reason why businesses marketing their products should follow this part of the CAP code.

(4)

**(Total for Question 7 = 6 marks)**



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

**8** Some businesses use one form of promotion to provide customers with information and another form of promotion to persuade customers to buy its products.

With reference to a high street business that uses two forms of promotion in this way, answer the following questions.

Name of the business. ....

Main type of goods or services sold by the business.

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(a) (i) Name the media used for informing customers.

(1)

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(ii) Give examples of how this promotion provides useful information for the customers.

(4)

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(b) Show how this business uses persuasive promotions to encourage customers to buy its products.

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**(Total for Question 8 = 10 marks)**



9 Many businesses use hot air balloons, blimps, advertisements flying from planes and other aerial forms of advertising to promote their businesses.

With reference to a business that has used one form of aerial promotion, answer the following questions.

Name of business .....

Form of aerial promotion used .....

(a) Describe the details of the type of aerial promotion used that makes it stand out.

(2)

(b) Explain the importance of the location of the aerial promotion.

(4)



(c) Assess **one** constraint this form of promotion is likely to be faced with because it is an aerial promotion.

(4)

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**(Total for Question 9 = 10 marks)**

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**10** Many small businesses with local competition use local newspapers or local free papers to advertise their business.

With reference to a business that uses one of these forms of promotion, answer the following questions.

Name of the business. ....

Name of the paper in which the advertisement was published.  
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(a) State **two** reasons why this particular paper was chosen by the business. (2)

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(b) How did the business ensure that its advertisement would have more impact than its competitors? (4)

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(c) To what extent is the business's promotion limited by the paper that it has chosen?

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**(Total for Question 10 = 10 marks)**

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**TOTAL FOR PAPER = 90 MARKS**

