

Write your name here

Surname

Other names

**Pearson**  
**Edexcel GCE**

Centre Number

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Candidate Number

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# Applied Business

## Unit 6: Investigating Promotion

Thursday 4 June 2015 – 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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**PEARSON**



Chris had problems with some of his casual workers who, in the middle of the main strawberry-picking season, went on strike for higher rates of pay. The most vocal strikers were students and a member of a trade union.

Chris produced the following advertisement when recruiting workers for the later picking season for his apples and pears.

**WANTED** Workers needed for picking and packaging apples and pears.  
The baskets used to collect these fruits are very heavy when full and would only suit male pickers. Because of the farm's location you must provide your own transport. Hours and rates of pay available on enquiry. These meet minimum payment and maximum working hour requirements.  
No trade unionists or students need apply.  
Apply: ChrisCowan@evf.com

2 Explain which **two** parts of this advertisement would be illegal.

(6)

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2.....

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**(Total for Question 2 = 6 marks)**





(Total for Question 3 = 11 marks)





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Questions 5 to 7 relate to promotions used by 'Welcome to Yorkshire'

Figure 2

In 2012 'Welcome to Yorkshire' sponsored a television series, **The Great British Taste Tour**, as part of its ongoing campaign to attract people to the County of Yorkshire.

Each episode saw four 'Taste Tourists' enjoying the very best local food and drink, from fine restaurants to quirky cafes. They visited beautiful locations and stayed in a range of places – from luxury to outlandish. Each contestant took turns to organise meals, accommodation and leisure time, before being given a score by their fellow travellers. The winner was rewarded with a £1,000 prize.

The episodes were shown on ITV1 over the Easter holidays from the 9th to 20th April, Monday – Friday from 4 p.m. to 5 p.m. The 10 episodes were in the following locations:

- Whitstable, Kent
- Abergavenny, Monmouthshire
- Bakewell, Derbyshire
- Dartmouth, Devon
- Canterbury, Kent
- Windermere, Cumbria
- English Riviera, Devon
- Ross-on-Wye, Hertfordshire
- Whitby, North Yorkshire
- The Yorkshire Dales.

5 (a) State **two** specific benefits ITV1 and The Great British Taste Tour series would expect to gain from the 'Welcome to Yorkshire' sponsorship.

(2)

1 .....

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2 .....

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ITV's long-running television programme Emmerdale, which is set in Yorkshire, had its first paid-for product placement in a deal with 'Welcome to Yorkshire'. Posters, stickers and leaflets featured in "contextually relevant" places around Emmerdale village, such as the local pub. The deal ran from 3rd July 2012 until the New Year. Emmerdale was shown each weekday and twice on Thursday, averaging 7 million viewers per episode.

7 (a) Explain the benefit to 'Welcome to Yorkshire' of this product placement deal. (4)

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(b) Analyse why there might be drawbacks for the 'Welcome to Yorkshire' promotion because of the nature of the product placements. (5)

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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** Some promotion is designed to be purely informative rather than persuasive.

With reference to a business that uses informative promotion, answer the following questions.

Name of the business.....

Main type of goods or services sold by the business.

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(a) State what media was used for this informative promotion.

(1)

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(b) Describe the information that this promotion gave which made it useful for the customers.

(4)

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(c) Show how this business ensured that the right target market saw the informative promotion.

(5)

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



9 Businesses use a range of sales promotions including:

- introductory offers
- discounts for bulk buying
- coupons.

Many of these sales promotions also have some constraints, such as time limits, who can use them and what they can be used for.

With reference to a business that has used **one** of these types of sales promotion, answer the following questions.

Name of business.....

The sales promotion the business used

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(a) Which elements of the sales promotion made it attractive to potential customers?

(4)

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**10** With reference to a business that uses a billboard on the side of a road or railway to promote its business or products, answer the following questions.

Name of the business

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State what is being promoted

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(a) How does the location of this billboard ensure that the right target audience can see the advertisement?

(4)

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(b) Show how the billboard advertisement effectively creates the AIDA features of attention and action.

(6)

Attention.....

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Action.....

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

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**TOTAL FOR PAPER = 90 MARKS**



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