

# Mark Scheme (Results) January 2008

GCE

GCE Applied Business (6921/01)

## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
<p>Q1</p> <p><u>AO3</u></p> <p>MB1 = 2</p> <p>MB2 = 1</p>	<ul style="list-style-type: none"> <li>Free - customers like to get something for nothing - many magazines are only available if paid for.</li> <li>Can be picked up at post offices - this is very convenient - many customers will already be there.</li> <li>Has editorial/profile on well known people - many people interested in the Royal Family - a profile of Prince Charles is included.</li> </ul>	<p>1 mark for feature</p> <p>1 mark for why that would attract customers (maximum 2 marks)</p> <p>(3)</p>

Question Number	Answer	Mark
<p>2(a)</p> <p><u>AO1</u></p> <p>MB1 = 1</p> <p>MB2 = 1</p> <p>MB3 = 1</p>	<ul style="list-style-type: none"> <li>Easy to carry - can be fitted into a handbag/large pocket - most handbags/many coat pockets are at least A5 size.</li> <li>Easy to read when out of the house - does not take up much space when fully open - customers may want to read it when they have a break in their shopping.</li> </ul>	<p>1 mark for benefit</p> <p>1 mark for why it comes from the size (maximum 2 marks)</p> <p>(3)</p>

Question Number	Answer	Mark
<p>2(b)</p> <p><u>AO1</u></p> <p>MB1 = 3</p>	<ul style="list-style-type: none"> <li>What content should be included.</li> <li>The number of pages it should have.</li> <li>The layout/design of the magazine.</li> <li>How many should be produced.</li> <li>How often it should be produced.</li> <li>How it will be made available to customers.</li> <li>Cost of production.</li> </ul>	<p>1 mark for each distinct decision</p> <p>(N.B., the decision must be ones made before production starts)</p> <p>(3)</p>

Question Number	Answer	Mark
<p>2(c)</p> <p><u>AO1</u> MB3 = 2</p> <p><u>AO2</u> MB1 = 1 MB2 = 1</p> <p><u>AO4</u> MB1 = 2 MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> <li>• Only one copy needs to be produced on-line - customers will download this one copy - will help to keep costs down - the A5 magazine will need multiple copies - each customer will pick up their own copy.</li> <li>• A wide potential target audience - many people have access to the internet - may be using <i>Post Office Ltd/Royal Mail</i> on-line services and find the magazine - in post offices it will reach target market - customers will be in the post office using one of it services.</li> <li>• On-line can easily provide access to previous editions - simply needs a link to already created pages - this could raise customers interest further - in the post offices it would be difficult to have past editions - lack of space/additional cost/hard copy will deteriorate.</li> </ul>	<p>1 mark for benefit of on-line to <i>Post Offices Ltd</i> (maximum 3 marks)</p> <p>1 mark for why that comes from being on-line (maximum 2 marks per benefit)</p> <p>1 mark for comparison with in post offices (maximum 2 marks per benefit)</p> <p>(Maximum for comparing one benefit is 5 marks)</p> <p>(Maximum for just on-line 6 marks)</p> <p style="text-align: right;"><b>(8)</b></p>

Question Number	Answer	Mark
<p>3(a)</p> <p><u>AO1</u> MB1 = 1 MB2 = 1</p> <p><u>AO2</u> MB1 = 1</p>	<ul style="list-style-type: none"> <li>• Publicity - tries to affect the public's perception of the business - these competitions will make the public feel that the business is generous.</li> <li>• Public relations - creates a positive image of the business - these competitions suggest that the business is more than just about making profits.</li> <li>• Sales promotion - short term incentives to purchase products - competitions will encourage customers to pick up the magazine and consider purchasing <i>Post Office</i> products.</li> </ul> <p>(Do not accept below the line)</p>	<p>1 mark for type of promotion</p> <p>1 mark for showing understanding of the term (may be implied)</p> <p>1 mark for why these kinds of competitions show this type</p> <p>(3)</p>

Question Number	Answer	Mark
<p>3(b)(i)</p> <p><u>AO2</u> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><u>AO3</u> MB1 = 1 MB2 = 1</p>	<ul style="list-style-type: none"> <li>• Customers must have recently bought a post office product - a sale must have been made before the competition is entered - the competition will encourage more people to buy post office products - may encourage them to buy more than one product so that they have something very positive to write.</li> <li>• The letter is about a product that was really liked - the letter will be published in the magazine - this will show products in a good light - <i>Post Office Ltd</i> can select the products that they want to promote most.</li> <li>• The prize is postal orders - this promotes a post office product - as it is £150 prize it emphasises that the product is worth competing for - may encourage customers to use postal orders themselves.</li> </ul>	<p>1 mark for relevant feature of the competition (maximum 2 marks)</p> <p>1 mark for why that feature will help promotion (maximum 3 marks)</p> <p>(5)</p>

Question Number	Answer	Mark
<p>3(b)(ii)</p> <p><u>AO2</u> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><u>AO3</u> MB1 = 1 MB2 = 1</p>	<ul style="list-style-type: none"> <li>• The prize is £6,000 worth of goods - this will encourage many people to enter - will feel this is generous prize - create positive publicity for the business.</li> <li>• An attractive prize - may encourage more people to pick up/access the magazine - likely to read other parts/articles - will then be affected by all of the other promotions/advertising.</li> <li>• Winners' names likely to be/will be published in the next issue - entrants will want to check if they have won - will help to ensure more people read future issues - advertising and promotion in those will reach more people.</li> </ul>	<p>1 mark for relevant feature of the competition (maximum 2 marks)</p> <p>1 mark for why that feature will help promotion (maximum 3 marks)</p> <p>(5)</p>

Question Number	Answer	Mark
<p>3(c)</p> <p><u>AO1</u> MB3 = 1</p> <p><u>AO2</u> MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> <li>• It is a legal requirement - unsolicited direct marketing by phone or email is banned by law - if the boxes are not ticked the business can then contact competition entrants by phone or email.</li> <li>• Readers may not want to be contacted/feel it is an invasion of privacy - the entry form has their contact details - giving readers the choice whether or not to be contacted shows the business respects their privacy.</li> </ul>	<p>1 mark for basic reason (maximum 2 marks)</p> <p>1 mark for how it relates to this situation (maximum 2 marks)</p> <p>(3)</p>

Question Number	Answer	Mark
<p>4</p> <p><u>AO4</u></p> <p>MB1 = 4</p> <p>MB2 = 1</p> <p>MB3 = 1</p>	<ul style="list-style-type: none"> <li>• May not be picked up from post offices - fewer being read than print run suggests - this will suggest promotion is more effective than it actually is.</li> <li>• May be picked up but not read - many people pick up free literature because it is free - may find they do not have time to read it.</li> <li>• Only certain parts may be read - <i>Post Office Ltd</i> will not know which parts - will be unable to measure the effectiveness of specific parts/or overall.</li> <li>• May have more than one reader - the number printed suggests one reader for each magazine - could under-estimate the total number of readers.</li> <li>• The magazine is also on-line - simply counting the number printed ignores this - on-line could be greater than those picked up in post offices.</li> </ul>	<p>1 mark for limitation (maximum 4 marks)</p> <p>1 mark for why that would make it difficult to measure effectiveness (maximum 2 marks for each explanation)</p> <p>(6)</p>

Question Number	Answer	Mark
<p>5</p> <p><u>AO1</u></p> <p>MB1 = 3</p> <p>MB2 = 3</p>	<p><u>(i) Off-peak</u></p> <ul style="list-style-type: none"> <li>• When viewing numbers are comparatively low - very late at night.</li> </ul> <p><u>(ii) Voice over</u></p> <ul style="list-style-type: none"> <li>• There is speaking with the advertisement but the speaker is not seen - often a well known voice is used as with Tom Baker.</li> </ul> <p><u>(iii) Library music</u></p> <ul style="list-style-type: none"> <li>• Music taken from a store that the TV company has - music should be selected that will relate to garages or driving/create interest for the viewer.</li> </ul>	<p>1 mark for meaning</p> <p>1 mark for example</p> <p>(1 + 1) x 3</p> <p>(6)</p>

Question Number	Answer	Mark
<p>6(a)</p> <p><u>AO2</u> MB1 = 4 MB2 = 1</p>	<ul style="list-style-type: none"> <li>• Unable to show movement - cars are being sold - the way they handle/experiencing speed and motion may be important to the target market - still photographs cannot easily show a sense of movement.</li> <li>• Limited information can be conveyed - the target audience needs time to see what is on the photograph - the 10, 20 or 30 second slots would only allow a few stills to be shown - only a few aspects of the business could be shown.</li> <li>• May limit the attention/interest of the target audience - most TV advertisements have movement - the audience will expect this - may consider still pictures as low quality and stop watching/associate the business with cheap quality.</li> </ul>	<p>1 mark for limitation (maximum 2 marks)</p> <p>1 mark for why this comes from using still photographs/what would be the effect (maximum 3 marks)</p> <p>(5)</p>

Question Number	Answer	Mark
<p>6(b)</p> <p><u>AO1</u> MB1 = 1 MB2 = 1</p> <p><u>AO2</u> MB1 = 1</p>	<p><u>Basic requirement</u></p> <ul style="list-style-type: none"> <li>• Offence to make false or misleading statements</li> </ul> <p><u>Feature and example</u></p> <ul style="list-style-type: none"> <li>• Quantity, size or gauge is part of the Act - details could say that the car seats 5 people when there is only seating for 4 people.</li> <li>• False claims about testing - that car has been independently tested for reliability, when it has not.</li> <li>• Comments on fitness for purpose or reliability - for example that the car is in immaculate condition when it is not.</li> <li>• Details of the history of the car - must not say only one owner if there have been more.</li> </ul> <p>(N.B. do not accept answers related to pricing)</p>	<p>1 mark for basic requirement of the Act</p> <p>1 mark for feature covered by the Act (may be implied)</p> <p>1 mark for an applied example related to that feature</p> <p>(3)</p>



Question Number	Answer	Mark
<p>7</p> <p><u>A02</u> MB1 = 1</p> <p><u>A03</u> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><u>A04</u> MB1 = 1 MB2 = 1 MB3 = 1</p>	<p><u>Example below has taken the 20 second Gold package</u></p> <ul style="list-style-type: none"> <li>20 seconds is long enough to get a good message over - longer is expensive and may lose audience's interest - has 7 peak viewing slots so will reach a wide audience - peak time are when most people will be watching - has digital effects which allow animation - this will make the advertisement more interesting/attract attention - so easier to get message across.</li> </ul>	<p>1 mark for why time selected is important (maximum 3 marks)</p> <p>1 mark for why feature(s) of package is important (maximum 5 marks)</p> <p>(3 + 4) or (2 + 5)</p> <p>(7)</p>

Question Number	Answer	Mark
<p>8(a)</p> <p><u>A03</u> MB1 = 1</p>	<p>(<i>The Officers Club</i> display has been used as an example for Q8)</p> <p><u>Name of business</u> - <i>The Officers Club</i></p> <p><u>Type(s) of product</u> - Men's clothes</p>	<p>1 mark for name and the type(s) of product</p> <p>(1)</p>

Question Number	Answer	Mark
<p>8(b)</p> <p><u>A01</u> MB1 = 1 MB2 = 1</p> <p><u>A02</u> MB1 = 1 MB2 = 1</p> <p><u>A03</u> MB1 = 1 MB2 = 1</p>	<p><u>Attracting attention</u></p> <ul style="list-style-type: none"> <li>Manikins in casual wear in front of a backdrop with large letters saying 'Mix any 2 for £40' - size of the letters stands out and attract attention - message reinforced with the same message on a large circle in front of the manikins.</li> <li>Strong yellow background - helps to show off the clothes being worn - stands out from other window displays.</li> </ul> <p><u>Enhancing the business's image</u></p> <ul style="list-style-type: none"> <li>The manikins are dressed in jeans, T-shirts and light jackets and trainers - the image of <i>The Officers Club</i> is moving more towards casual clothes - dressing the manikins in these clothes reinforces that image.</li> <li>Manikins are of young men - the name of the business suggests clothes for older men - the manikins and the casual clothes show that the business is targeting a younger age group.</li> </ul>	<p>1 mark for feature of the display</p> <p>1 mark for why that would achieve the promotional objective (maximum 2 marks)</p> <p>(1 + 2) x 2</p> <p>(6)</p>

Question Number	Answer	Mark
<p>8(c)</p> <p><u>AO2</u></p> <p>MB1 = 1</p> <p>MB2 = 1</p> <p>MB3 = 1</p>	<ul style="list-style-type: none"> <li>All displays are likely to become out-of-date - the clothes shown here were for a spring season - for summer, the jackets might be removed/for winter, heavier clothes would be shown.</li> <li>If the same display is left up regular shopper will lose interest - this display only showed jeans, T-shirts, light jackets and trainers - if the display was not changed passers-by might think the store sold nothing else.</li> <li>Fashions change - the very casual look with distressed jean would eventually look out-of-date - changing displays shows the public the store has the latest fashions.</li> </ul>	<p>1 mark for basic need to change over time (maximum 2 if applied)</p> <p>1 mark for why this display needs to be changed (maximum 2 marks)</p> <p>(3)</p>

Question Number	Answer	Mark
<p>9(a)</p> <p><u>AO3</u></p> <p>MB1 = 1</p>	<p>(<i>Southwest Trains</i> has been taken as an example for Q9)</p> <p><u>Name of business/product - <i>Southwest Trains</i>/train services</u></p> <ul style="list-style-type: none"> <li>Train time table.</li> </ul>	<p>1 mark for detail of information being provided in context</p> <p>(1)</p>

Question Number	Answer	Mark
<p>9(b)</p> <p><u>A01</u> MB2 = 1 MB3 = 1</p> <p><u>A02</u> MB2 = 1 MB3 = 1</p> <p><u>A03</u> MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> <li>• Times of all trains are given for the week - customers need this information so they can plan their travel - without the timetable they might miss a train - they usually do not need to be persuaded to travel as they will already have decided to - pages of persuasive advertising would be ignored.</li> <li>• For some stations on a Sunday there is a 2 hour gap between trains - customers can arrange to be doing something else if they are going to miss a train - without the timetable they could be wasting time at the station - using persuasive promotion is unlikely to help customer know when the trains are running - if they are persuaded to go to stations when there are no trains this will create negative publicity.</li> </ul>	<p>1 mark for kind of information (maximum 2 marks)</p> <p>1 mark for why this information is important for customers (maximum 3 marks)</p> <p>1 mark for why persuasive promotion is not used (maximum 2 marks)</p> <p>(N.B. Full marks can be gained from considering just one piece of information)</p> <p style="text-align: right;">(6)</p>

Question Number	Answer	Mark
<p>9(c)</p> <p><u>A02</u> MB3 = 1</p> <p><u>A03</u> MB3 = 1</p> <p><u>A04</u> MB3 = 1</p>	<ul style="list-style-type: none"> <li>• Available by phoning National Rail Enquiries - can be consulted 24 hours a day - can access information when the customer wants.</li> <li>• Available online - customers may want to check train times before they go to the station - cannot use printed information if it is only available at the station.</li> </ul>	<p>1 mark for appropriate non print method</p> <p>1 mark for why that would be appropriate (maximum 2 marks)</p> <p style="text-align: right;">(3)</p>

Question Number	Answer	Mark
10(a)	( <i>Sterling Direct Finance</i> has been taken as an example for Q10)	1 mark for business and product
<u>AO1</u> MB1 = 1	<u>Business and product</u> - <i>Sterling Direct Finance</i> making loans to customers.	1 mark for time of day
<u>AO3</u> MB1 = 1	<u>Time of day</u> <ul style="list-style-type: none"> <li>Mainly evenings and weekends.</li> </ul>	(2)

Question Number	Answer	Mark
10(b)	<u>AO1</u> MB1 = 1 MB2 = 1 <u>AO2</u> MB1 = 1 <u>AO4</u> MB1 = 1 MB2 = 1	1 mark for basic benefit (maximum 2 marks)
<u>AO1</u> MB1 = 1 MB2 = 1	<ul style="list-style-type: none"> <li>Financial experts could be used - could provide customers with answers to their specific questions - this would have taken time to arrange within an office.</li> </ul>	1 mark for why this was a benefit for this product (maximum 2 marks)
<u>AO2</u> MB1 = 1	<ul style="list-style-type: none"> <li>Potential customers could be rung at any time - this was targeted at when it would most convenient for them - more likely to listen to the marketing pitch - with financial matters time is needed for explanations.</li> </ul>	1 mark for why this came from the use of the telephone (maximum 2 marks)
<u>AO4</u> MB1 = 1 MB2 = 1	<ul style="list-style-type: none"> <li>Can target people who do not know about the service - many people go to the major banks for loans - <i>Sterling Direct Finance</i> is less well known - telephone will contact a wide range of potential customers - the loan facilities can then be explained.</li> </ul>	(maximum of 4 marks for one benefit)
		(5)



6921 - Investigating Promotion - Jan 2008 - Content and AOs Grids

Content area distribution

Question	Content area				Total
	6.1	6.2	6.3	6.4	
1	3				3
2 (a)		3			3
2 (b)		3			3
2 (c)		4		4	8
3 (a)	3				3
3 (b)(i)	5				5
3 (b)(ii)	5				5
3 (c)			3		3
4		3		3	6
5		6			6
6 (a)	2	3			5
6 (b)			3		3
7	2			5	7
8 (a)		1			1
8 (b)	1	3		2	6
8 (c)		2		1	3
9 (a)	1				1
9 (b)		3		3	6
9 (c)		3			3
10 (a)		2			2
10 (b)		2		3	5
10 (c)			3		3
<b>Total</b>	<b>22</b>	<b>38</b>	<b>9</b>	<b>21</b>	<b>90</b>
<b>Target</b>	<b>22</b>	<b>38</b>	<b>9</b>	<b>21</b>	<b>90</b>

