

Mark Scheme (Results) January 2011

GCE

GCE Applied Business (6921) Paper 01 Investigating Promotion

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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	Exemplar Responses	Mark Allocation
1 (a) <u>AO1</u> MB1 = 2 MB2 = 1	<ul style="list-style-type: none"> • This would save the business money on the original advertisement - a small advertisement on <i>The Messenger</i> website could take the viewer to a large informative site. • Provides interested viewer with more information - the original advertisement will have limited information, the linked website can provide as much information as the business wants to provide. • Will be able to show a wide range of items that are in the sale - this would take up too much space on <i>The Messenger</i> website. 	1 mark for each benefit to the advertising business of this link (maximum 3 marks) or 1 mark for the benefit + 1 mark for why it is a benefit from the link (1 + 1 + 1) or (1 + 1) + (1 + 0) (3 marks)

Question Number	Exemplar Responses	Mark Allocation
1 (b) <u>AO1</u> MB3 = 1 <u>AO3</u> MB1 = 1 <u>AO4</u> MB1 = 1 MB2 = 1 MB3 = 1	<ul style="list-style-type: none"> • Stated on an advertisement placed in <i>The Messenger</i> - the advertisement could advise people of full details on the website - people may have the paper in their homes so could then access the internet - the paper comes out 6 days a week - the advertisement could be timed to be placed just before the clearance sale. • Given on a leaflet advertising the clearance sale - this could be delivered to people's homes - they would then have a hard copy in the house with the website details on - the leaflet can be delivered in the week before the clearance sale - this would give people time to check the details on the website. 	1 mark for way applied to the situation of the clearance sale 1 mark for why this would encourage people to check it out (maximum 2 marks) 1 mark for why it would be suitable for the clearance sale (maximum 2 marks) (5 marks)

Question Number	Exemplar Responses	Mark Allocation
<p>2</p> <p><u>AO1</u> MB1 = 1 MB2 = 1</p> <p><u>AO2</u> MB1 = 1 MB2 = 1 MB3 =</p>	<ul style="list-style-type: none"> Provides a positive image of the business - the general public can check the weather forecast whenever they want - local bands have a way of demonstrating their music to the local community - these are provided free to the public - people will see these facilities as supporting the community. 	<p>1 mark for understanding the term (may be implied)</p> <p>1 mark for benefit each facility provides to the public (2 marks)</p> <p>1 mark for why this would benefit the business (maximum 2 marks)</p> <p>(5 marks)</p>

Question Number	Exemplar Responses	Mark Allocation
<p>3</p> <p><u>AO2</u> MB1 = 1 MB2 = 1</p> <p><u>AO3</u> MB1 = 2 MB2 = 2 MB3 = 1</p>	<ul style="list-style-type: none"> Provides audio communication - the music cannot be heard in the newspaper - the bands want people to come and listen to their music/buy CDs from them - the recordings on the website can allow people to decide if they like that band's music. Younger people frequently access the internet - they may not be as keen to read a newspaper - many of the bands are likely to be targeting a young market - the target market is more likely to come across the band through the website than through the newspaper. Website will be available outside of the area - the printed newspaper will be mainly available in and around the city - local bands may only perform in the local area - the website will allow the bands to reach a much wider audience. 	<p>1 mark for basic feature of website (maximum 2 marks)</p> <p>One mark for comparison to printed newspaper (maximum 2 marks)</p> <p>1 mark for why that is a specific benefit to the bands (maximum 3 marks)</p> <p>(7 marks)</p>

Question Number	Exemplar Responses	Mark Allocation
4 (a) <u>AO1</u> MB1 = 1 <u>AO2</u> MB1 = 1 MB2 = 1 <u>AO3</u> MB1 = 1 MB2 = 1	<ul style="list-style-type: none"> The crossword is easy - many people are likely to have a go at completing it - this will keep the business's name in their minds as they do it - only one prize is being offered - the cost of the prize compared to the number of people entering and thinking about the business is likely to be very low. A prize is being offered - for the individual 10% is a significant reduction - could encourage many people to enter and think about the business - only one advertisement is being used to gain wide interest - would be cost effective when compared to the number filling out the crossword. The crossword was placed in the Saturday edition - this is larger than other editions - more people are likely to read it - more potential customers will see the crossword - may remember the <i>Castaldi</i> name and use the store. 	1 mark for identifying a relevant feature of the promotion (maximum 2 marks) 1 mark for why this would make it an effective method of promotion (maximum 2 marks) 1 mark for why it would be cost effective (maximum 2 marks) (5 marks)

Question Number	Exemplar Responses	Mark Allocation
4 (b) <u>AO1</u> MB2 = 1 <u>AO2</u> MB2 = 1 <u>AO3</u> MB1 = 1 MB2 = 1 MB3 = 1	<ul style="list-style-type: none"> The crossword is available to be filled in - this would interest readers of the newspaper - may look forward to the weekly competition - may be one of the reasons why they buy the paper. The crossword must be sent in, in order to win the prize - people will need to buy the paper in order to enter the competition - this will increase sales of the newspaper - people may think the paper, not the opticians, is helping them to win a prize. <p>(Do not accept answers that simple deal with <i>The Messenger</i> receiving a payment for the advertisement)</p>	1 mark for feature of method appropriate to <i>The Messenger</i> (maximum 2 marks) 1 mark for why that would benefit <i>The Messenger</i> (maximum 3 marks) (5 marks)

Question Number		Indicative content
*5 QWC (i - iii) <u>AO1</u> MB3 = 1 <u>AO2</u> MB2 = 1 MB3 = 1 <u>AO3</u> MB2 = 1 MB3 = 1 <u>AO4</u> MB1 = 4 MB2 = 1 MB3 = 1		<ul style="list-style-type: none"> Two pages can be viewed (1) - gives local news and sports news (1) - these can viewed without a charge (2) - would provide an indication of what the paper is like (2) - if people like the approach taken they may want to try the full paper (3) - the front page does not have full articles (2) - people may want to see the full report and so order the full paper (3) - the back page does have full articles so people only interested in sport will see the full reports (2) - they may, therefore, not bother ordering the paper (3) - the website also puts up many items from previous week's papers (4) - the effectiveness is likely to depend on how many people want to read the paper on the day the news comes out (4).
Level	Mark	Descriptor
0	0	No rewardable material
Level 1	1 - 2	<p>Identification of relevant features of the promotion. At least two features should be identified for full marks. No additional explanation of these features is given.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation and is difficult to comprehend. Spelling, punctuation and the rules of grammar are used with little accuracy.</p>
Level 2	3 - 6	<p>The importance of these features is stated with application to the objective. These will show reasons as to why the features will be effective or will not be effective in meeting the objective.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
Level 3	7 - 9	<p>Alternative features will be examined which will question the effectiveness or ineffectiveness of features shown at Level 2.</p> <p>The candidate uses some specialist terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
Level 4	10 - 11	<p>An evaluation that considers both positive and negative points and reaches a conclusion as to how effective this way of promoting the paper was in terms of the overall objective.</p> <p>The candidate uses a range of appropriate specialist terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Exemplar Responses	Mark Allocation
6 (a) <u>AO1</u> MB1 = 2 <u>AO2</u> MB1 = 1 MB2 = 1	<ul style="list-style-type: none"> Brighton has a population of 250,000 people - this is a large potential market - Hailsham and Eastbourne together have only 110,000 people - with double the potential sales the business could afford the additional cost of delivery. Brighton is a very much larger market than Hailsham or Eastbourne - free delivery might encourages people in Brighton to buy products from <i>Markham Sheds</i> - the distance for delivery is only 18 miles compared to up to 5 miles to the other named towns - with more people buying in Brighton, more than one delivery could be made at the same time, saving delivery costs. 	1 mark for feature of Brighton 1 mark for why that would explain the free delivery 1 mark for comparison to other towns 1 mark for reasoned conclusion related to delivery (4 marks)

Question Number	Exemplar Responses	Mark Allocation
6 (b) <u>AO1</u> MB1 = 2 <u>AO2</u> MB1 = 2	<ul style="list-style-type: none"> May look for another business to supply products - will feel that they are being unfairly treated compared to Brighton - Lewes is on the road between the workshop and Brighton- delivery to Lewes would actually cost the business less as it is only 12 miles away. May complain - will see the £5 charge as unfair - will point out that people in Brighton get free delivery - may ask for free delivery when the van/lorry is on the way to Brighton. 	1 mark for reaction 1 mark for why they have this reaction 1mark for why that comes from the differences in delivery charges (maximum 2 marks) (4 marks)

Question Number		Indicative content
7		<ul style="list-style-type: none"> The biggest saving would be on the ex-display items at 20% (1) - the other offers only save the business 10% (1) - display items will only be ones on show next to the workshop (2) - these will have deteriorated in value as they have been in the open (2) - the other items being offered will not have been on show like this (2) - customers will have seen these display items on show (3) - they may be happy to take that item because they know what it looks like when erected (3) - if there are only a few ex-display items this would not save the business much money (3) - each 10% discount on two items over £300 would save the business at least £60 (4) - would also need to consider how many items are normally sold between January and March (4) - the business should consider the overall savings for each special offer before it decides which would be best (4). <p>(N.B. Arguments could be put forward for any of the special offers to be dropped.)</p>
QWC (i - iii)		
<u>AO1</u> MB2 = 1 MB3 = 1		
<u>AO2</u> MB3 = 1		
<u>AO3</u> MB1 = 1 MB2 = 1 MB3 = 1		
<u>AO4</u> MB1 = 3 MB2 = 1 MB3 = 1		
Level	Mark	Descriptor
0	0	No rewardable material
Level 1	1 - 2	<p>Statement with basic reason as to which would be the best offer to drop. There is no, or very limited comparison with the other offers.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation and is difficult to comprehend. Spelling, punctuation and the rules of grammar are used with little accuracy.</p>
Level 2	3 - 5	<p>There is clear analysis of the likely effects on the business of dropping an offer. This will consider the possible magnitude of the decision. For full marks it must consider at least two options.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
Level 3	6 - 8	<p>Candidates will give well reasoned arguments for dropping the selected offer. Comparisons will be made with dropping other offers. Candidates should also be rewarded for raising issues about the need for additional information.</p> <p>The candidate uses some specialist terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
Level 4	9 - 11	<p>Reasoned conclusion which has taken account of the benefits and drawbacks of at least two of the options and compared them.</p> <p>The candidate uses a range of appropriate specialist terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Exemplar Responses	Mark Allocation
8 (a) (i) & (ii)	<p>(<i>BBC Three</i> has been used as an example for Q8)</p> <p><u>Name of business - <i>BBC</i>.</u></p> <p><u>Type of good or services -Horne & Corden comedy show</u></p> <p><u>Type of public transport - London Bus</u></p> <ul style="list-style-type: none"> • Five pictures of the comedy duo - shows who the stars of the show are - will be easily recognised and raise interest for people who like their comedy. • Details of when the programme would be on television - the advertisement was there to encourage people to watch the show - viewer would need to know what day and time it would be showing. • A bright purple background to the banner - this made it stand out so that people would look at it - it needed to have a distinct contrast to the red of the bus/to the white background of the pictures. 	<p>(i) 1 mark for each distinct element of description</p> <p>(ii) 1 mark for basic reason (maximum 2 marks)</p> <p>or 1 mark for basic reason and 1 mark for clear development</p> <p>(1 + 2) x 2</p> <p>(6 marks)</p>

Question Number	Exemplar Responses	Mark Allocation
8 (b)	<ul style="list-style-type: none"> • 16-24 year olds - this age groups spent a lot of time out and about - would see the advertisement on the buses as they walked along the streets of London - research showed that over 50% of the target had seen the advertisement. • Young adults - often using public transport in London - would then see the advertisements as they were waiting for a bus - young adults respond well to more quirky forms of advertising. <p>(Note: answers must relate to the use of public transport vehicles for ambient advertising and not to the advertisement itself).</p>	<p>1 mark for identifying the target population</p> <p>1 mark for how the advertisement on a bus related to this target (maximum 3 marks)</p> <p>(4 marks)</p>

Question Number	Exemplar Responses	Mark Allocation
9 (a) <u>AO1</u> MB1 = 1 MB2 = 1 MB3 = 1 <u>AO2</u> MB1 = 2 <u>AO3</u> MB1 = 1	<p>(<i>Which? Magazine</i> has been taken as an example for Q9)</p> <p>Name of business - <i>Which? Magazine</i></p> <p>Method of promotion - discounted price on magazines</p> <p><u>Creating desire</u></p> <ul style="list-style-type: none"> Making target audience want the product - three months of magazines were being offered for just £3.00 compared to the normal price of £6.25/month - the large saving of £15.75 made many people want to try the magazine. People would desire the product if they thought they were getting a real bargain - three trial issues were offered for just £3.00 - <i>Which?</i> were also giving away a free 28 page guide to digital photography with the offer. <p><u>Achieving action</u></p> <ul style="list-style-type: none"> Making the target audience take up the offer - registering and payment for the offer could be made online - this made it easy for the target audience to take up the offer in the comfort of their own homes. <p>(N.B. - A great many examples of promotion would provide valid answers for this question.)</p>	<p>1 mark for showing understanding of creating desire (may be implied)</p> <p>1 mark for specific details of how the promotion did this (maximum 2 marks)</p> <p>repeat for achieving action</p> <p>(1 + 2) x 2</p> <p>(6 marks)</p>

Question Number	Exemplar Responses	Mark Allocation
9 (b) <u>AO2</u> MB1 = 1 MB2 = 1 MB3 = 1 <u>AO3</u> MB1 = 1	<ul style="list-style-type: none"> Better offers have also been made by <i>Which?</i> - the digital photography guide was offered free with no need to try the magazine - some potential customers took the free offer and ignored the trial magazines - the offer of something free made the payment of £3.00 less desirable. <p>Subscribing to the magazine could be cancelled - after the three months for £3.00 many people cancelled the subscription - the intended action was that people would become long-term subscribers - the facility of cancelling the subscription stopped this.</p>	<p>1 mark for limitation (maximum 2 marks)</p> <p>1 mark for how that stopped the objective being achieved (maximum 3 marks)</p> <p>(4 marks)</p>

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