

Mark Scheme (Results)

Summer 2014

Pearson Edexcel GCE  
in Applied Business (6921)  
Paper 01

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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.

For all questions, accept any reasonable answer if it is correct

1(a) Why is this a form of sales promotion?		
AOs	Mark Allocation	Exemplar Responses
<p><b>AO1</b> MB1 = 1 MB2 = 1</p> <p><b>AO2</b> MB1 = 1 MB2 = 1</p>	<p>1 mark for understanding of term (may be implied)</p> <p>1 mark for feature of the sales promotion</p> <p>1 mark for why that would stimulate sales (maximum 2 marks)</p> <p style="text-align: right;"><b>(4 marks)</b></p>	<p><u>Meaning</u></p> <ul style="list-style-type: none"> <li>Stimulation of sales through special offers, giveaways, etc, – the special offer is a free stool – this is only available if customers buy the chair – the offer of the free stool may persuade customers to buy the chair.</li> <li>A promotional feature that is designed to create action by the customer – the stool matches the chair – customers may feel that they need both parts for a complete set – will want to buy the chair as the free stool makes the overall package more attractive to them.</li> </ul>

1(b) Explain how this statement would act as a positive form of promotion which could help to increase sales.		
AOs	Mark Allocation	Exemplar Responses
<p><b>AO1</b> MB2 = 1 MB3 = 1</p> <p><b>AO2</b> MB2 = 1 MB3 = 1</p>	<p>1 mark for why element of the statement would be positive for customers (maximum 2 marks)</p> <p>1 mark for why that might lead to increase in sales (maximum 3 marks)</p> <p style="text-align: right;"><b>(4 marks)</b></p>	<ul style="list-style-type: none"> <li>Customers like to talk to people rather than a machine – they can then ask questions about the products – explanations will be much fuller than is likely to be given by a machine – the detailed information they receive might encourage them to place an order.</li> <li>Customers can contact the business at any time in the week, day or night – this is convenient for customers who work normal business hours – this is good customer service – might encourage people to deal with <i>HSL</i> rather than another business.</li> </ul>

	<b>With reference to the information given in Figure 1, evaluate the benefits and drawbacks for HSL of using a full page advertisement in the Daily Mail to advertise its chairs.</b>	
<b>Q2</b>	<b>Indicative content</b>	
<p><b>AO2</b> MB2 = 1 MB3 = 1</p> <p><b>AO3</b> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><b>AO4</b> MB1 = 2 MB2 = 2 MB3 = 2</p>	<p><u>Levels 1 to 3</u></p> <ul style="list-style-type: none"> <li>The Daily Mail is a national paper (1) – this will give <i>HSL</i> wide coverage for its chairs (2) – <i>HSL</i> has stores in England, Scotland and Wales (3).</li> <li>The readership for people over 55 is 60% (1) – this is one of the highest readerships for any newspaper (2) – <i>HSL</i> sells mobility products and older people are more likely to need them.</li> <li>There is a classified section for mobility (1) – adverts can be placed where they are most likely to be seen by the target market (2) – <i>HSL</i> specialise in chairs for people with mobility difficulties (3).</li> <li>There are about ten over advertisements in the same section (1) – this means that competitor products will also be seen (2) – this is because there is a specific classified section for mobility products in the paper (3).</li> <li>The high cost of £31,000 is only for England and Wales – this will not cover all of <i>HSL</i>'s target market (2) – <i>HSL</i> also has stores in Scotland (3).</li> </ul> <p><u>Level 4</u></p> <ul style="list-style-type: none"> <li>Although the high cost of £31,000 only covers England and Wales it is for a full page and will cover Scotland for only an additional £4,800 – this is larger size than the competitors and will create more impact overall.</li> <li>Most of the 5.4 million Saturday readership may not be part of the target market/may not have mobility problems even if they are over 55 – however, the paper provides pages specifically for advertisements related to mobility so customers interested in these will be looking for these pages.</li> </ul>	
<b>Level</b>	<b>Mark</b>	<b>Descriptor</b>
<b>0</b>	<b>0</b>	No rewardable material
<b>Level 1</b>	<b>1 - 3</b>	Selection of appropriate information from <b>Figure 1</b> . Both positive and negative features must be selected for full marks. 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.
<b>Level 2</b>	<b>4 – 6</b>	Basic explanation of why they would be benefits or drawbacks. Both must be considered for full marks. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
<b>Level 3</b>	<b>7 – 9</b>	Application of the benefits and drawbacks to the nature of the business and or the details given about the paper itself.

		The candidate uses some terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
<b>Level 4</b>	<b>10 – 11</b>	Justification for why the benefits or drawbacks outweigh the other The candidate uses a range of appropriate terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

<b>3(a)</b>	<b>Explain which <u>two</u> of the following promotional roles the phrase 'OPENING SOON' is most likely to be trying to meet.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b>A01</b> MB1 = 2	1 mark for showing understanding of the role (may be implied)	<ul style="list-style-type: none"> <li>• Creating awareness is ensuring people know about the new stores – 'opening soon' tells customers that there will be a new store in their area – as the store is new, potential customers would not have known it would be available soon unless it was included in the list.</li> <li>• Providing information is giving factual detail of something about the business – 'opening soon' tells potential customers that there will be a new store in their area in the future – this will promote the business by telling potential customers that they will be able to visit the store when it is opened.</li> </ul> <p>(Other roles could be justified but this would require good reasoning)</p>
<b>A02</b> MB1 = 2	1 mark for why the phrase would show that this role was being met	
<b>A03</b> MB1 = 1 MB2 = 1	1 mark for why that is promoting the business	
	Repeat for the second role	
	(1 + 1 + 1) x 2 <b>(6 marks)</b>	

<b>3(b)</b>	<b>Why might placing these details on the website be more, <u>or</u> less, effective than placing them in the Daily Mail newspaper?</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b>A01</b> MB2 = 1 MB3 = 1	1 mark for basic reason (maximum 2 marks)	<ul style="list-style-type: none"> <li>• Potential customers may not read the Daily Mail – could still access the website if putting in the correct search – would mean more people might read about the new stores on the website.</li> <li>• The Daily Mail covers all of the areas where <i>HSL</i> has stores – the internet would cover the same areas – neither would be more or less effective in terms of areas covered.</li> <li>• Older people may be less likely to access the internet – may have a regular subscription to their favourite paper – <i>HSL's</i> products are likely to be targeted at older people so the newspaper may be more effective.</li> </ul>
<b>A02</b> MB1 = 2 MB2 = 1 MB3 = 1	1 mark for comparison with other method (maximum 2 marks)	
	1 mark for reasoned conclusion (maximum 2 marks)	
	<b>(6 marks)</b>	

	<b>Analyse which of these features would be the most effective promotion for <i>HSL</i>'s likely target market.</b>	
<b>Q4</b>	<b>Indicative content</b>	
<p><b>AO2</b> MB1 = 1 MB3 = 1</p> <p><b>AO3</b> MB1 = 1 MB2 = 1 MB3 = 1</p> <p><b>AO4</b> MB1 = 2 MB2 = 2 MB3 = 2</p>	<ul style="list-style-type: none"> <li>The basic target is people with mobility problems (1) – these people may find it difficult to gain access to the stores (1) – free delivery means that these people will not need to transport chairs, etc, themselves, which could be difficult (2) – free parking near the store will make access easier for those with mobility problems (2) – people who qualify as having severe mobility problems will have lower prices as there is no VAT (2) – VAT adds 20% to the price of the beds which will be more attractive than free parking or free delivery (3) – however, only those who qualify will get this and it only applies to electrically adjustable beds, so limited attraction (4) – free delivery is to anywhere in the UK whereas free collection is only available for 7 days (3) – for people where there is no store close by, as in Northern Ireland, free delivery would be very attractive for large items (4) – The free catalogue would help people who could not get out of the house if it was being delivered free of charge (3) – but <i>HSL</i> has a website so that is likely to be just as effective for showing what chairs, etc, are available (4) – the catalogue will show the chairs but only trying them out would tell people how comfortable/useful they are for people with mobility problems (3) – therefore the 7-day no quibble money-back guarantee may be more attractive to customers (4).</li> </ul>	
<b>Level</b>	<b>Mark</b>	<b>Descriptor</b>
<b>0</b>	<b>0</b>	No rewardable material
<b>Level 1</b>	<b>1 – 2</b>	The basic target is identified. Basic characteristics of this market are given. 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.
<b>Level 2</b>	<b>3 – 5</b>	The features are explained in terms of how they might relate to mobility problems. At least three features should be considered for full marks. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
<b>Level 3</b>	<b>6 – 8</b>	Comparisons are made between the different features and reasons given for why they would be effective as forms of promotion. The candidate uses some terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.

<b>Level 4</b>	<b>9 – 11</b>	Candidates recognize that there will be differences in difference elements of the target market and that effectiveness will depend on those differences. The candidate uses a range of appropriate terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.
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<b>5</b>	<b>Why is the promotion on the van a form of ambient advertising?</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b>AO1</b> MB1 = 2	1 mark for feature of ambient (maximum 2 marks)	<ul style="list-style-type: none"> <li>In the environment of the target market – the van will be at shows, festivals, etc – this is where the target market will want to buy the ice creams.</li> <li>Out of the home – the advertisements are being placed on the side of the van – these will only be seen when customers are outside of the home.</li> <li>Unusual – many commercial vans have the name of business – but this also has pictures of the products as well which is fairly unusual.</li> </ul>
<b>AO2</b> MB1 = 2	1 mark how the promotion on the van showed this feature (maximum 3 marks)	
	<b>(4 marks)</b>	

<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b>6</b>	<b>Explain how Alessia could effectively use audio promotion when the van is taken to outdoor events.</b>	
<b>AO1</b> MB1 = 1	1 mark for term ( may be implied)	<ul style="list-style-type: none"> <li>Have a PA system on the top of the van (has implied understanding and suitable method for 2 marks) – this broadcasts to people who are not near the van – should encourage people to come to the van.</li> <li>Using sound/music to promote – could shout out to passing potential customers/play a well known tune – would make them aware that ice creams were available for sale – would be effective for people who were thinking about other things as they passed the van.</li> </ul>
<b>AO2</b> MB1 = 1	1 mark for a suitable audio method (maximum 2 marks)	
<b>AO3</b> MB1 = 1 MB2 = 1 MB3 = 1	1 mark for why this would be suitable/effective (maximum 3 marks)	
	(1 + 2 + 2) or (1 + 1 + 3)	
	<b>(5 marks)</b>	

<b>7(a) What are the benefits of using the sales representative for visiting the cafes and restaurants?</b>		
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b><u>AO1</u></b> MB1 = 1 MB2 = 1</p> <p><b><u>AO2</u></b> MB1 = 1 MB2 = 2</p>	<p>1 mark for benefit (maximum 2 marks)</p> <p>1 mark for why having a Rep would lead to this benefit for the business (maximum 2 marks)</p> <p style="text-align: right;"><b>(4 marks)</b></p>	<ul style="list-style-type: none"> <li>• Can demonstrate the product – will be bringing samples – tasting the ice creams is likely to be the best way of promoting.</li> <li>• Can talk to potential customers – will feel they are special – can explain how Alessia's products have the taste of Italy.</li> <li>• Can answer questions – will be visiting new cafes and restaurants – these may not be familiar with home-made ice creams so the benefits for existing customers can be explained.</li> </ul>

<b>7(b) Assess the cost constraints that are likely to arise as a result of using the sales representative.</b>		
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<p><b><u>AO1</u></b> MB3 = 1</p> <p><b><u>AO2</u></b> MB3 = 1</p> <p><b><u>AO3</u></b> MB1 = 1</p> <p><b><u>AO4</u></b> MB1 = 2</p>	<p>1 mark for understanding of the term (may be implied)</p> <p>1 mark for a cost constraint (maximum 2 marks)</p> <p>1 mark for why this came from the business's use of the representative (maximum 2 marks)</p> <p>1 mark for assessing the constraint (maximum 2marks)</p> <p>NB – All parts of the Mark Allocation must be covered for full marks)</p> <p style="text-align: right;"><b>(5 marks)</b></p>	<ul style="list-style-type: none"> <li>• A cost that makes it more difficult for the business to achieve what it wants – promotion will have an added cost – the Rep has to be paid – the Rep only works part-time so this is unlikely to be a major cost.</li> <li>• Will need to pay for travelling to cafes and restaurants (term and constraint, 2 marks) – the Rep is visiting potential business customers in the local area – this could include many venues that are not interested – will leave less monies for promoting to a wider target.</li> </ul>

<b>8(a)</b>	<b>Describe the main elements of the pop-up or temporary advertisement which made it stand out.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b><u>AO1</u></b> MB1 = 1 MB2 = 2 MB3 = 1	1 mark for element (maximum 2 marks)  1 mark for why that made it stand out (maximum 2 marks)  <p style="text-align: right;"><b>(4 marks)</b></p>	( <i>Vistaprint</i> has been used as an example for Q8) <u>Name of business – <i>Vistaprint</i>/business cards</u> <u>Website – BT Yahoo</u> <ul style="list-style-type: none"> <li>• The advertisement is animated – shows a pack of business cards building up – the movement catches the eye.</li> <li>• The emboldened '250' was crossed out and replaced by '500' – FREE was also written in large bold letters – both suggested a bargain and made the advertisement stand out.</li> </ul>

<b>8(b)</b>	<b>Identify why the business chose this particular website on which to place its pop-up or temporary advertisement.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b><u>AO1</u></b> MB1 = 1 MB2 = 1 MB3 = 1  <b><u>AO3</u></b> MB1 = 2 MB2 = 1	1 mark for feature of the website (maximum 2 marks)  1 mark for why that made it an appropriate site to place the pop-up (maximum 4 marks)  <p style="text-align: right;"><b>(6 marks)</b></p>	<ul style="list-style-type: none"> <li>• Many visitors to the website – means that the advertisement will be seen by a wide target market – people use the site to check and send emails – it therefore has regular use – the pop-up is likely to be seen by people each day so it will stick in their minds.</li> <li>• The site offers advertisers behavioural targeting – Yahoo can target the advertisements at people with expressed interests – this is done by recording the type of sites they visited – this means <i>Vistaprint</i> can reach a its own target market – for <i>Vistaprint</i> the target would be people showing interest in business.</li> </ul>

<b>9(a)</b>	<b>Why was the statement considered to be misleading?</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b>AO1</b> MB1 = 2 MB2 = 1	1 mark for what the statement said	( <i>Active Drainage Ltd</i> has been taken as an example for Q9) <u>Name of business – <i>Active Drainage Ltd</i></u>
<b>AO2</b> MB1 = 1	1 mark for what was incorrect about the statement	<ul style="list-style-type: none"> <li>No need to compare, we are the cheapest on the market with the fastest service – there had been no checks by the business to confirm this – potential customers would believe that the business had checked competitor's prices – they would not then bother to do this themselves.</li> </ul>
	1 mark for why it was likely to mislead (maximum 2 marks)	
	<b>(4 marks)</b>	

<b>9(b)</b>	<b>Identify the code the ASA would have used when investigating this misleading statement.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b>AO1</b> MB1 = 1	1 mark for the code	<ul style="list-style-type: none"> <li>Committee of Advertising Practice/CAP.</li> <li>The code that set out the rules advertiser need to follow.</li> </ul>
	<b>(1 mark)</b>	

<b>9(c)</b>	<b>State the action that was required by the ASA as a result of the investigation.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b>AO1</b> MB2 = 1	1 mark for action	<ul style="list-style-type: none"> <li>The advertisement must not appear again in its current form.</li> </ul>
	<b>(1 mark)</b>	

<b>9(d)</b>	<b>Advise the business on the actions it should take when planning future statements about its products to avoid being investigated again by the ASA.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b>A02</b> MB1 = 1 MB2 = 1	1 mark for action (maximum 2 marks)	<ul style="list-style-type: none"> <li>Check what the CAP codes say - will then know what the ASA considers is acceptable/unacceptable advertising – can ensure that the required standards are met.</li> <li>Check the truth of the statements that will be made – if there is any doubt do not use them /change them so that they will not be misleading - if they are clearly truthful the ASA is unlikely to start an investigation.</li> </ul>
<b>A04</b> MB1 = 2	1 mark for why that would help avoid investigation (maximum 2 marks)	
	<b>(4 marks)</b>	

<b>10(a)</b>	<b>How did the business you have selected achieve each of the following objectives with its press release?</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<b>A01</b> MB1 = 2	(i) 1 mark for detail of the content of the press release (maximum 2 marks)	( <i>Terrys Fabrics</i> has been taken as an example for Q10)
<b>A02</b> MB1 = 1 MB2 = 1	1 mark for how this created awareness and increase sales (maximum 2 marks)	<u>Name of business – <i>Terrys Fabrics</i></u> <u>Change to business or product – provided customers with free details about fashion trends in the market</u> <u>Create awareness of the change in the business or product and increase sales</u>
<b>A03</b> MB1 = 1 MB2 = 1	(ii) 1 mark for why costs were kept very low (maximum 2 marks)	<ul style="list-style-type: none"> <li>Providing a series of On Trend guides – giving homeowners details of the latest design trends – customers will know what is currently in fashion – will be able to work with <i>Terrys Fabrics</i> to refresh home décor economically.</li> </ul> <u>Creating little cost</u>
	<b>(4 marks)</b>	
	<b>(2 marks)</b>	<ul style="list-style-type: none"> <li>The only cost was in writing out the short press release – no payment was made to publications which printed the press release.</li> </ul>

<b>10(b)</b>	<b>Discuss which publication would be the best in which to place the press release.</b>	
<b>AOs</b>	<b>Mark Allocation</b>	<b>Exemplar Responses</b>
<u><b>AO1</b></u> MB2 = 1 MB3 = 1  <u><b>AO3</b></u> MB1 = 1  <u><b>AO4</b></u> MB1 = 1	1 mark for name or nature of publication (maximum 2 marks)  1 mark for why this would be the best publication (maximum 3 marks)  <p style="text-align: right;"><b>(4 marks)</b></p>	<ul style="list-style-type: none"> <li>• FX Magazine – this magazine specialises in the interior design – it is considered as being at the top end of the market – a press release here would suggest to potential customers that <i>Terrys Fabrics</i> was also at the top end of the market.</li> <li>• The glossy magazines of weekend national newspapers – these have a wide readership – people interested in style and design will be reading through these magazines – will give <i>Terrys Fabrics</i> high profile exposure.</li> </ul>

**6921 – Investigating Promotion – Jan 2014 – Content and AOs  
Grids**

**Content area distribution**

Question	Content area				Total
	6.1	6.2	6.3	6.4	
1 (a)	4				4
1 (a)	2			2	4
2		9		2	11
3 (a)	6				6
3 (b)		6			6
4	5			6	11
5		4			4
6		5			5
7 (a)		4			4
7 (b)			3	2	5
8 (a)		3		1	4
8 (b)		4		2	6
9 (a)			2	2	4
9 (b)			1		1
9 (c)			1		1
9 (d)			2	2	4
10 (a) (i)	2	1		1	4
10 (a) (ii)	1	1			2
10 (b)	2	1		1	4
<b>Total</b>	<b>22</b>	<b>38</b>	<b>9</b>	<b>21</b>	<b>90</b>
<b>Target</b>	22	38	9	21	90

AOs Grid – 6921 Jan 2014

Question	AO1: Band equivalent			AO2: Band equivalent			AO3: Band equivalent			AO4: Band equivalent			
	1	2	3	1	2	3	1	2	3	1	2	3	
1 (a)	1	1		1	1								4
1 (b)		1	1		1	1							4
2					1	1	1	1	1	2	2	2	11
3 (a)	2			2			1	1					6
3 (b)		1	1	2	1	1							6
4				1		1	1	1	1	2	2	2	11
5	2			2									4
6	1			1			1	1	1				5
7 (a)	1	1		1	1								4
7 (b)			1			1	1			2			5
8 (a)	1	2	1										4
8 (b)	1	1	1				2	1					6
9 (a)	2	1		1									4
9 (b)	1												1
9 (c)		1											1
9 (d)				1	1					2			4
10 (a) (i)	1			1			1	1					4
10 (a) (ii)	1				1								2
10 (c)		1	1				1			1			4
<b>Total</b>	<b>14</b>	<b>10</b>	<b>6</b>	<b>13</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>3</b>	<b>9</b>	<b>4</b>	<b>4</b>	<b>90</b>
<b>Target</b>													
If Top	18	12	6	16	8	7	9	8	5	10	4	4	
Top		36			31			22			18		
Bottom		27			22			14			9		
If Bottom	13	9	5	11	6	5	6	5	3	5	2	2	
Balance	45	27	18	90									
Target	45	27	18	90									

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