

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

Tuesday 3 June 2014 – 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**

Questions 1 to 4 relate to a newspaper promotion used by *HSL Ltd*.

**Figure 1**

*HSL Ltd* is a major UK retailer of chairs for people with mobility difficulties. These include chairs with higher seats, back-care chairs and reclining chairs. *HSL* has 18 stores, spread across England, Scotland and Wales.

As part of the promotion of its products *HSL* uses the Saturday edition of the national Daily Mail newspaper. The Daily Mail has a classified section for mobility products. *HSL* takes out a full page advertisement at a cost of roughly £31 000. This is the cost of an advertisement which covers the edition for England and Wales. A separate edition of the paper is produced for Scotland which would cost an additional £4 800 for a full page advertisement.

Generally *HSL's* advertisement is the only full page advertisement in the Saturday edition, with three or four direct competitors of *HSL* advertising with a half, quarter or eighth of a page. There are also about ten other advertisements for different mobility products such as stair lifts.

The Daily Mail published figures which showed a daily readership of 4.3 million and a Saturday readership of 5.4 million. On Saturday 60% of all readers are aged 55 and over.

On one Saturday, *HSL's* advertisement showed two reclining swivel chairs with a free matching footstool.

1 (a) Why is this a form of sales promotion?

(4)

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Part of *HSL's* advertisement stated that telephone enquiries are '...answered by a person, not a machine, here in the UK, 24 hours a day, 7 days a week.'

(b) Explain how this statement would act as a positive form of promotion which could help to increase sales.

(4)

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**(Total for Question 1 = 8 marks)**





HSL's advertisement included details of all 18 stores. For each store the name of the town or city is given with the location and telephone number. For two of the stores the telephone number was replaced by the phrase 'OPENING SOON' in red letters.

3 (a) Explain which **two** of the following promotional roles the phrase 'OPENING SOON' is most likely to be trying to meet:

(6)

- Creating awareness
- Providing information
- Communicating effectively
- Promoting the business and its products
- Enhancing the business's image.

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Questions 5 to 7 relate to Alessia Gallo's ice cream business.

**Figure 2**

Alessia Gallo started her home-made ice cream business in London in 2012. She employs three people:

- One helps her make the ice cream
- One acts as her part-time sales representative visiting local cafes and restaurants promoting her products
- One drives her ice cream van and sells the ice cream at shows, festivals and other outdoor events.

The sales representative takes samples of the ice creams when visiting the cafes and restaurants and explains how Alessia's products match the flavours and qualities of the very best Italian ice creams. The ice cream van promotes the business with pictures of the products as well as displaying the name and telephone number of the business.

5 Why is the promotion on the van a form of ambient advertising?

(4)

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**(Total for Question 5 = 4 marks)**







7 (a) What are the benefits of using the sales representative for visiting the cafes and restaurants?

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(b) Assess the cost constraints that are likely to arise as a result of using the sales representative.

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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** Many businesses use pop-ups or temporary advertisements on other businesses' websites to promote their own businesses.

With reference to a business that advertises its business or products in this way, answer the following questions.

Name of business/product advertised

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The website on which it was being placed

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(a) Describe the main elements of the pop-up or temporary advertisement which made it stand out.

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9 Since 2004 the Advertising Standards Authority (ASA) has been responsible, on a day-to-day basis, for broadcast advertising content standards.

With reference to a business that has been investigated by the ASA for using a misleading statement in its promotional advertising, answer the following questions.

Name of business .....

Product(s) being advertised

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(a) Why was the statement considered to be misleading?

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(b) Identify the code the ASA would have used when investigating this misleading statement.

(1)

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(c) State the action that was required by the ASA as a result of the investigation.

(1)

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(d) Advise the business on the actions it should take when planning future statements about its products to avoid being investigated again by the ASA.

(4)

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

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**10** With reference to a business that used a press release as part of its promotion, announcing a change in its business or product(s), answer the following questions.

Name of business

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Change in its business or product(s)

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Two objectives of public relations are to create awareness of the product to help increase sales and to do this with little cost to the business.

(a) How did the business you have selected achieve each of the following objectives with its press release?

(i) Create awareness of the change in its business or product(s) and increase sales

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(ii) Create little cost for the business

(2)

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(b) Discuss which publication would be the best in which to place the press release.

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

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**TOTAL FOR PAPER = 90 MARKS**

