

Edexcel GCE

Edexcel Advanced Subsidiary GCE in
Applied Business Single Award (8721)
and Double Award (8722)

Edexcel Advanced GCE in Applied
Business Single Award (9721) and
Double Award (9722)

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Sample assessment material

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Acknowledgements

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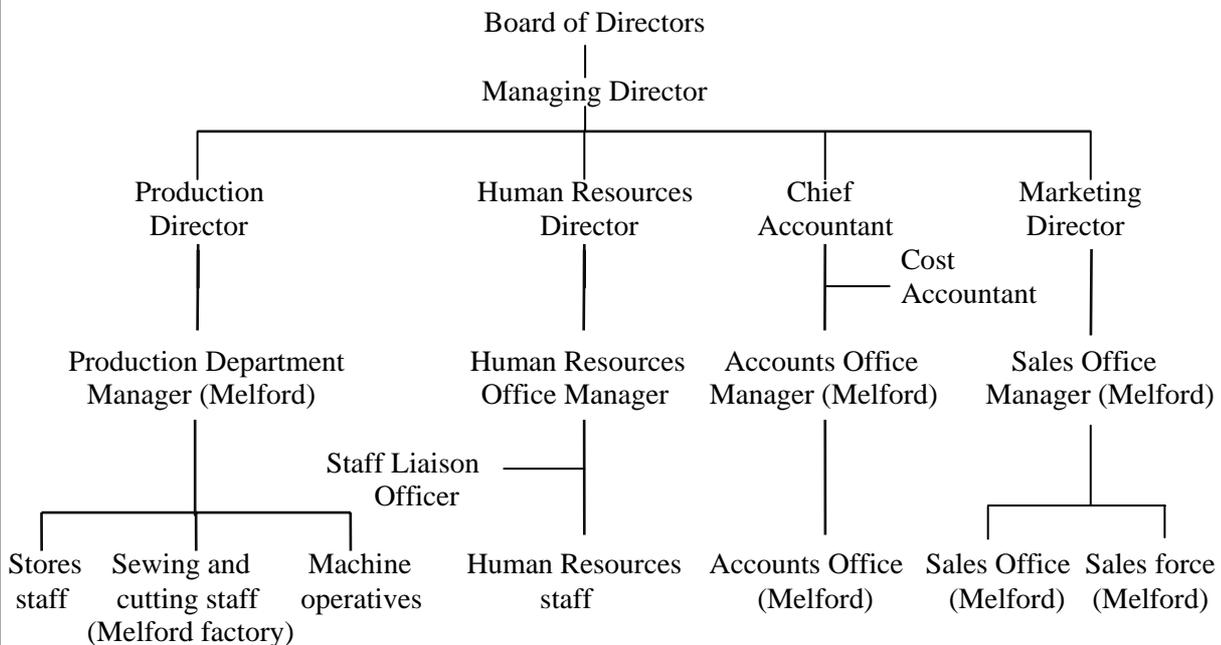
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To answer the questions, you will need to refer to one of the actual businesses that you have studied, and use the information in each question that relates to businesses located in the town of Melford.

1. *Rarebear Ltd* is a manufacturer of teddy bears and other ‘cuddly toys’ in its three factories, one of which is in Melford. The Melford factory staff are proud of the factory’s safety record and of its products (targeted at infants and young children). *Rarebear Ltd* is a successful company, and its directors hope to expand through exporting their toys to the rest of the European Union.

The organisation chart of *Rarebear Ltd* is shown below. Note: The complete Human Resources function and all staff above Manager level are based at the London Head Office.



- a) Using the organisation chart for *Rarebear Ltd*, identify whether *Rarebear Ltd* has a centralised or decentralised organisation structure. Explain the difference between a **centralised** and a **decentralised** organisation structure.

(6)

- b) Give **one** example of a situation where the Production Director of *Rarebear Ltd* is likely to work closely with the Marketing Director.

(3)

Three years ago the Melford factory was owned and run by a competitor of *Rarebear Ltd*. The directors of *Rarebear Ltd* bought out this competitor and now own and operate the factory.

- c) State and explain **two** likely business aims the directors of *Rarebear Ltd* are likely to have discussed when making the decision to buy the competitor.

(4)

d) Identify **three** services that the Human Resources function of *Rarebear Ltd* will provide for the Melford factory.

(3)

e) Give **two** examples of how the work of the Human Resources function of *Rarebear Ltd* is influenced by the Sex Discrimination Act 1975.

(4)

In the space below, record the details of ONE business that you have studied during your course. You will need to refer to this business when answering questions 1 (f) and 1 (g).

Name of business: _____

Main activities: _____

2. *Melford College* is the main further education centre in the area. Most students of *Melford College* are recruited from the local population. *Melford College* is based on three sites, provides courses for staff from local businesses, offers general interest courses for the community, and has recently set up its own website. College staff hold ‘open evenings’ every term to which existing and prospective students are invited.

- a) Students are one of *Melford College*’s stakeholder groups. Using the information on *Melford College*, identify **two other** of its stakeholder groups.

Stakeholder group 1 _____

Stakeholder group 2 _____

(2)

Juanita, the Human Resources Manager at *Melford College*, has written the following draft of a Job Description, for the post of Junior Finance Assistant.

JOB DESCRIPTION

General Information

Grade: Admin and Clerical Grade 3
 Hours of duty: 36 hours per week (Monday to Friday)
 Responsible to: Senior Finance Assistant

Job summary: The postholder will assist in either the Financial Accounts team or Management Accounts team in the Finance function. She/he will be encouraged to pursue a professional accountancy qualification including assistance with fees.

Main Objectives

Financial Accounts

- Assist in the computer-based production of financial accounts.
- Assist the team in administering the car leasing scheme, ensuring that queries are dealt with politely and efficiently.
- Assist the team in planning and producing the annual accounts.
- Any other assigned financial accounting duties.

Management Accounts

- Assist the team in providing budgetary control and other financial information and advice to the college’s budget holders.
- Liaise with budget holders, advising and assisting as required.
- Prepare various budgets, using computerised and manual methods.
- Any other assigned management accounting duties.

**We are an Equal Opportunities employer
 Melford College operates a No Smoking policy**

b) Using the Job Description, give examples of **two other** items of information that Juanita should include in the 'General Information' section.

Item 1 _____

Item 2 _____

(4)

Juanita will also be writing the Person Specification for this post.

c) (i) Explain the relationship between the Job Description and Person Specification for this post.

(2)

(ii) The Person Specification form below will be used for the post of Junior Finance Assistant. Include **one** appropriate item of information under each heading.

(7)

PERSON SPECIFICATION: JUNIOR FINANCE ASSISTANT
<u>Skills</u>
<u>Experience</u>
<u>Knowledge</u>
<u>Qualifications</u>
<u>Other requirements</u>

Juanita is planning to restructure the Person Specification to include a section on 'Essential Qualities'.

d) Explain how including an Essential Qualities section would help

- Juanita in her role as Human Resources Manager
- *Melford College*.

(5)

In the space below, record the details of ONE business that you have studied during your course. You will need to refer to this business when answering questions 2 (e) and 2 (f).

Name of business: _____

Main activities: _____

Leave
blank

- e) Identify **two** personal qualities this business looks for when recruiting staff. Explain why each personal quality is important to this business.

(5)

- f) Evaluate the extent to which environmental issues influence the work of this business, and how its staff respond to these issues.

(5)

Total 30 marks

Q2

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3. *Melford Leisure Centre* is owned and funded by *Melford Council*, the local authority. The Centre competes with *Gunns Ltd*, a private sector leisure centre, also in Melford.

a) Describe briefly how the ownership of *Gunns Ltd* differs from that of *Melford Leisure Centre*.

(2)

b) Identify **one** business objective that *Melford Leisure Centre* and *Gunns Ltd* will have in common, and explain why it is an appropriate objective for both businesses.

(5)

Melford Leisure Centre has a swimming pool and two large sports halls.

c) State **five** items that should be included in a health and safety checklist for staff working in these areas at *Melford Leisure Centre*.

(5)

There is a high level of absenteeism by the part-time and temporary staff who work in the Melford Leisure Centre's cafeteria and bar. As a result, staff based in the pool and sports halls are sometimes asked to cover in the cafeteria and bar for absent colleagues. The Centre has recently lost a number of staff from all areas, and it has been criticised in the local paper by customers and ex-employees.

- d) Identify and explain **one** likely reason why many staff at the Centre are demotivated.

(2)

- e) Explain **one** approach that *Melford Leisure Centre* could adopt to try to improve staff motivation. Examine **one** possible negative effect that your chosen approach might have on the Centre.

(6)

In the space below, record the details of ONE business that you have studied during your course. You will need to refer to this business when answering questions 3 (f) and 3 (g).

Name of business: _____

Main activities: _____

f) Give **two** reasons why it is important for this business to have staff who are highly motivated.

Reason 1 _____

Reason 2 _____

(4)

g) Evaluate the extent to which **one** of the following theories explains the motivation of employees in your chosen business.

- Maslow’s hierarchy of needs
- Herzberg’s two factor theory

Theory chosen _____

How it influences motivation _____

(6)

Total 30 marks

TOTAL FOR PAPER: 90 MARKS

END

Q3

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Leave
blank

Questions 1–5 are based on *Fitness Fast*

Alice Stewart, a well-known international gymnast, is planning to open an up-market, fitness centre, called *Fitness Fast*, in her local town of Harlow, which is in Essex, 29 miles north of London. Access is from the M11, or the main-line railway station. Having researched her local competition, Alice has spotted a gap in the market for a ‘state of the art’ fitness centre, which offers more than a simple workout gym. She plans to target professional people in the 18–45 age group with income sufficient to pay for the membership and monthly fees from their discretionary income. The annual membership will be £300, and members will be expected to set up a direct debit payment each month to pay this fee.

Alice is starting the business from scratch and if she is to survive and make money, she needs to effectively create awareness of *Fitness Fast* and its facilities within her target group. In business terms she needs to recruit at least 300 paying members by the end of year one.

1. Identify **two** business objectives that Alice has set and for each, state how promotion could be used to help meet each business objective you have identified.

Objective 1

Objective 2

(4)

Total 4 marks

Q1

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2. Currently, there is a reported boom in the number of gyms and fitness centres that are opening. Estimates suggest that in the UK up to 1 million people join a gym or fitness centre each year. However, of all the people who join, less than 20% bother to attend at least once a month. This suggests that whilst awareness of gyms and fitness centres is relatively high amongst the target market, and for some people there is undoubtedly an attraction in joining a gym, actual usage is relatively low.

Given the take-up and usage of gyms as described above, identify **two** factors that Alice will need to consider when forming her promotional plan and explain how these factors will affect her plan.

Factor 1 _____

Effect on promotional plan _____

Factor 2 _____

Effect on promotional plan _____

(6)

Total 6 marks

Q2

--	--

3. Harlow has a relatively young population, totalling around 80 000 people. Each week a local newspaper is published and sold in newsagents, and a local free-sheet is delivered to all the homes in the town. In the town centre there is a cinema, and there is a cinema multiplex on the outskirts of the town. The local radio station is BBC Radio Essex, and the town is within the range of Capital Radio — the commercial music station that broadcasts to London and across the southeast of England. Some households receive Anglia ITV, but the majority are tuned to ITV London. Alice needs to prepare a promotional plan with her relatively small budget of £36 000.

a) State **two** different media that are available for Alice to use to promote *Fitness Fast*.

(2)

b) Given her budget, state and explain which media is **not** likely to be appropriate for Alice to use to promote *Fitness Fast*.

(2)

c) Identify the target market that Alice wants to attract to *Fitness Fast* and explain how the target market may affect the choice of media for her promotional campaign.

(2)

Total 6 marks

Q3

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Leave
blank

4. All advertisements and promotions should avoid infringing the Trade Descriptions Act 1968.

a) Describe how Alice's promotional plan can avoid infringing the Trade Descriptions Act 1968.

(2)

b) Explain **one** consequence to Alice if she breaks the Trade Descriptions Act 1968.

(2)

Total 4 marks

Q4

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5. a) Identify **one** appropriate public relations method that Alice could use as part of her plans for the launch of Fitness Fast, explaining why it would be appropriate.

(2)

b) When marketing a service, such as that offered by *Fitness Fast*, explain why effective public relations are so important.

(4)

c) Describe how Alice could use her professional sporting background to support the public relations plans to promote *Fitness First*.

(4)

Total 10 marks

Q5

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Questions 6 and 7 are based on *Street Seen*

Street Seen is a fashion clothes store in Harlow town centre selling clothes aimed at young male and female clubbers. Run by Joe and Joan Coleman, it has been open for 3 years and whilst business is satisfactory it is not growing.

A local advertising agency has come up with some initial ideas for a limited budget promotional campaign to try to relaunch *Street Seen*.

They have given Joe and Joan the following options

- a leaflet
- a short radio advertisement.

Joe and Joan know that they have to achieve the best use of their budget to reach the target market.

6. a) Assess the usefulness of a leaflet like the one shown below to *Street Seen*, in terms of likely cost, ability to reach the target market and raising awareness.

-* Time to check out *-

STREET SEEN

Club wear for all

All the top brands and attitude to match
take a look yourself – drop in any time between
9am and 5pm Monday to Saturday
special late night Friday – open 'til 9pm

25 Alende Avenue, Harlow, Essex, CM20 2JD
For more details, call Joe or Joan on 09705 538842

Likely cost

Ability to reach target market

Raising awareness

(3)

b) What methods can Joe and Joan use to measure the effectiveness of a leaflet campaign?

(4)

c) Explain **two** weaknesses of distributing this leaflet door-to-door in all residential areas of the town.

Weakness 1

Weakness 2

(4)

- d) Identify and describe **two** different methods of distributing this leaflet that would be more effective than door-to-door distribution. For each method state why this would be more useful in promoting *Street Seen*'s business.

Method 1

Method 2

Q6

(6)

Total 17 marks

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7. As part of the promotional campaign the advertising agency suggest that local radio would be a good medium to use to promote *Street Seen*. Although the actual cost of 'air-time' is relatively low, Joe and Joan were a bit dismayed to find out that the production cost of an advertisement would be relatively expensive and unless they made good use of the recording, it may not be worthwhile.

- a) Based on the target market that Joe and Joan want to reach, state a good time of the day to broadcast radio advertisements for *Street Seen* and give **one** reason why.

(2)

- b) The advertising agency reports that if they use radio advertising they could go for coverage or frequency. Joe and Joan are confused by these terms. State what each term means and explain what is the difference between them.

Coverage

Frequency

(4)

- c) Given the potentially high production costs for a radio advert, Joe and Joan are still not convinced that local radio will be cost-effective in terms of promoting *Street Seen*. Evaluate the usefulness of using local radio to promote *Street Seen*.

(4)

- d) All advertisements are covered by legislation. State **three** main steps in the process that a listener must go through to make a complaint, on ethical grounds, about a radio advertisement

Leave
blank

Q7

(3)

Total 13 marks

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Questions 8–10 are based on promotional campaigns that you have studied during your course.

8. Give an example of a promotional campaign that includes an element of new media.

Name of product being advertised

Date of campaign

a) State **one** business objective of this campaign

(1)

b) State **one** example of the new media that was used

(1)

c) Explain why the new media you have given was used as part of this campaign.

(2)

d) Describe **four** of the production requirements for the advertisement.

(4)

e) Explain how this use of new media may have placed a constraint on this campaign.

(2)

Total 10 marks

Q8

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9. Give an example of a promotional campaign that included cinema advertising.

Name of product being advertised

Date of campaign

a) State **two** reasons why cinema advertising was used as part of this campaign.

1 _____

2 _____

(2)

b) Describe **one** constraint that the choice of cinema advertising places on the advertiser.

(2)

c) Explain how you could investigate the opinions that the cinema audience has of this advertisement.

(4)

d) Explain **one** advantage of cinema advertising over television advertising.

(2)

Total 10 marks

Q9

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10. Give an example of a promotional campaign that included sponsorship.

Name of business or product that is the main sponsor

Date or duration of sponsorship

a) Describe the form that the sponsorship takes.

(2)

b) Explain the benefits of this sponsorship to the sponsor, compared to advertising or any other form of promotion.

(2)

c) Explain **two** possible negative effects of this sponsorship.

1 _____

2 _____

(4)

d) Explain how the sponsor can measure the effectiveness of their sponsorship.

(2)

Total 10 marks

Q10

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TOTAL FOR PAPER: 90 MARKS

END

6923

Edexcel GCE

Applied Business

Unit 8: Business Development

Externally Set Assignment

GCE Applied Business

Unit 8: Business Development

Externally Set Assignment

Scenario

You have always wanted to work for yourself and have always dreamed of running your own business. You have recently received a legacy from your grandparents of £8 000 and feel that the time is right to fulfil your dream and open up a small business, operating this as a Sole Trader.

You realise that the legacy will not be sufficient to cover all the costs of starting up a business and that you will need to obtain additional finance from another source, but it does provide you with a starting point.

You have decided to carry out detailed research and planning and assemble the information in a manner that you can use to support a request for finance. You want to be able to explain your idea and related costings directly to a potential lender/investor. You also want to be able to leave them with a professional document that clearly demonstrates your business idea as a potential viable concern, and therefore worthy of investment.

In order to convince a potential investor it is important that your document shows clearly the following:

- primary and secondary research to establish the viability of your business idea in terms of demand
- competitor information to assist with pricing, possible product/service differentiation
- resource requirements, human and physical to clearly demonstrate how you intend to produce your product/provide a service
- quality issues, how this can be assured, controlled
- a detailed financial section, covering
 - sources of finance available
 - start-up budget
 - working capital requirement
 - cash flow and breakeven forecasts
 - projected trading, profit & loss accounts
 - projected start-up balance sheet
- marketing and promotional plans, linked to your budgets and target market
- analysis/evaluation of business position at the end of the first year, together with a projected vision for three years time.

You must produce assessment evidence for this unit as follows:

- a fully developed business plan for the establishment of a new small business operating as a sole trader. The plan will cover aims and objectives, a marketing plan, resource issues, financial analysis and planning
- the plan will be presented as a viable business idea, suitable to support a request for finance for the venture.

Instructions for the conduct of the assessment

1. The given scenario is the **only** vehicle for the assessment of *Unit 8: Business Development*.
2. Apart from this document there will be **no examination paper** for the assessment.
3. Assessment will be carried out by centre assessors, whose decisions will be subject to moderation by Edexcel's external moderators. All moderation will be carried out by sending a sample of the students' work that will be indicated on accompanying documents sent to the centre in the year of examination. This will take place at the same time as the moderation of the portfolio units, in the summer moderation series.
4. Work must be carried out under controlled conditions
5. Students' work must be completed and assessed by the centre by the **end of the deadline for submission of marks for moderation**.
6. Students should spend no more than a total of 15 hours in controlled situations completing the business plan.
7. Student marks must be entered on the appropriate OPTEMS forms and returned to Edexcel by the deadline given in the brief.
8. Evidence to be assessed against Unit 8 must be produced specifically to meet the requirements of the scenario.
9. **Centres should note that this unit is moderated in summer only, and that marks and student work can only be submitted then.**

Leave
blank

Scenario

Great Walls Ltd and the problem with their *Wallfiller* product

Great Walls Ltd is a leading manufacturer of DIY and home decorating materials. Its most well known product is *Wallfiller*. This is a powder that is mixed with water to produce a paste that is used to fill and repair cracks in walls in the home before they are decorated.

Wallfiller accounts for 30% of *Great Walls Ltd*'s income and 50% of its gross profit (GP).

Wallfiller is widely available in all leading DIY retail outlets and other places that sell decorating materials. The product has been on the market for 20 years and is the brand leader in filling materials with a 70% market share in terms of unit sales. The remaining market share is retailer's own brand. In recent years it has received little promotional support from *Great Walls Ltd*, as its market dominance means that it sells itself. *Great Wall Ltd* have used its market position and lack of effective competition to keep the price high and 'milk' profit from the product. The market for wall fillers is large, but has been static for a number of years.

This year, 2004, has seen the launch of a new product to challenge the market dominance of *Wallfiller*.

The new product, *Redifill*, is a readymixed filler that can be used straight from the tub that it is packaged in — without the need for mixing. *Redifill* is being advertised on television and is being stocked by a growing number of DIY outlets.

In the large DIY superstores, like B&Q, a 1.8kg packet of *Wallfiller* retails for £4.98 and a 1kg tub of the new *Redifill* retails for £4.98.

Redifill has been developed and marketed by two ex-employees of *Great Walls Ltd*, and has no previous history in the marketplace. However, after just four months on the market *Redifill* is starting to take market share from *Wallfiller*.

The management team at *Great Walls Ltd* has to make some important decisions

- do they start to support *Wallfiller* to defend its position in the market?
- do they launch a new product and introduce their own readymixed product to compete directly with *Redifill*?
- or is there some other approach that they could take?

1. A SWOT analysis is often used to analyse a current business situation.

a) Use the headings below to conduct a simple SWOT analysis of the current position of *Wallfiller*. Give **two** examples under each heading.

Strengths

Weaknesses

Opportunities

Threats

(8)

b) Explain one main difference between a weakness and a threat in the context of a SWOT analysis.

(2)

Leave
blank

- c) Identify **one** unique selling point (USP) that *Redifill* appears to have, from the description in the case study. Explain why this would be considered to be a USP.

USP for *Redifill*

Why this is a USP

Q1

(3)

Total 13 marks

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This page contains information to use to answer Question 2.

Figure 1: Change in National Sales of Wall Filler products 1995-2003

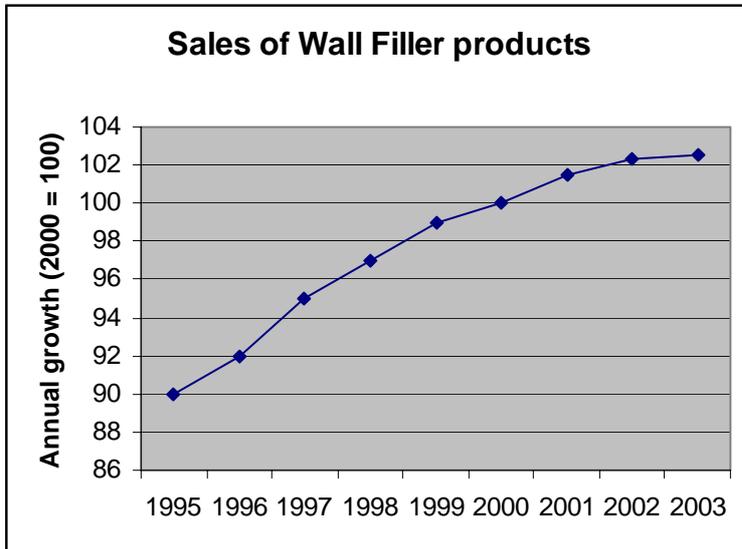
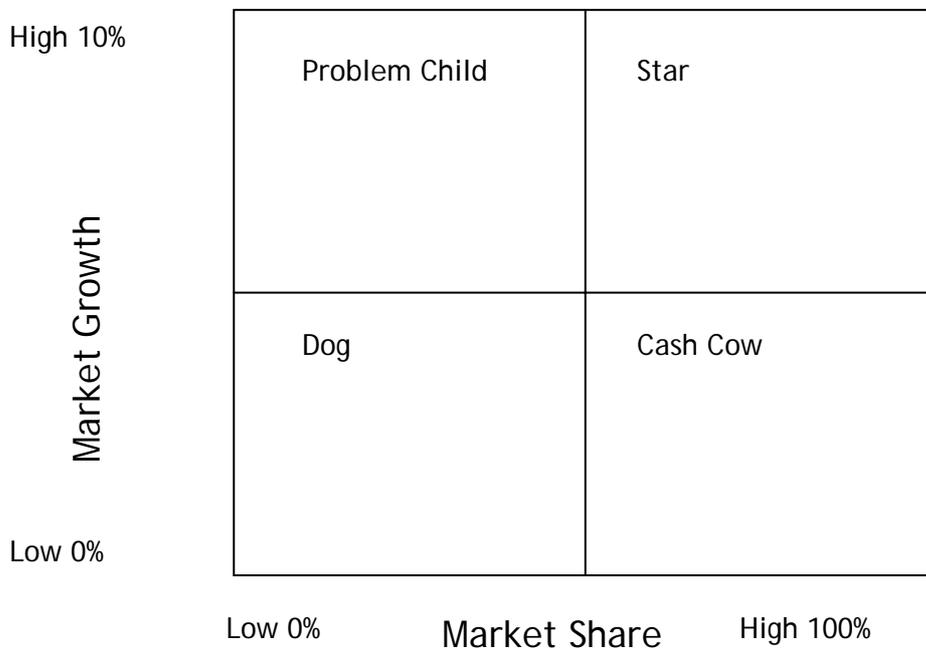


Figure 2: Boston Matrix



2. The Boston Matrix is often used to help the marketing planning process.

- a) (i) Refer to **Figure 1** and the case study. On **Figure 2** identify where *Wallfiller* was at the end of 2003 by placing a 'W' on the matrix. Justify your answer.

(2)

- (ii) Identify where *Redifill* was at the beginning and end of 2003 by placing a 'S' for the start position and a 'F' for the finish position on Figure 2. Justify your answer.

(3)

b) In the early 1990s *Wallfiller* was in the Star sector of the Boston Matrix.

- (i) Explain what changes it would need to make to its marketing plans in order to achieve that position again.

(4)

(ii) Explain why it would be very difficult for *Wallfiller* to get back to this position.

(2)

c) Explain **one** advantage of using a Boston Matrix to analyse the relative position of products rather than using a simple product lifecycle.

(2)

Total 13 marks

Q2

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3. A thorough understanding of the current marketing environment is important before making marketing decisions.

a) Describe the marketing environment into which *Redifill* has been launched, based on information in the case study.

(4)

b) Describe **two** of the implications for *Great Walls Ltd* if the management decide that they do want to introduce their own readymixed product.

1 _____

2 _____

(4)

c) The management team at *Great Walls Ltd.* believe that they have to make a quick decision about what to do in the marketplace.

Identify from the case study why they think that a quick decision is important.

(1)

Total 9 marks

Q3

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4. The Sales Director at *Great Walls Ltd.* wants to cut the selling price of *Wallfiller* to £1.00 below the selling price of *Redifill*, for a three-month period, in an attempt to drive *Redifill* out of the market.

a) Would this strategy be described as strategic or tactical? Justify your answer.

(3)

b) Evaluate this price cut from the retailer's point of view.

(4)

c) What other problems is this strategy likely to produce for *Great Walls Ltd.*
(i) in the short term and (ii) in the long term?

(i) Short-term problems

(2)

(ii) Long-term problems

(2)

Total 11 marks

Q4

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5. Before they make any major decisions, the Marketing Director at *Great Walls Ltd.*, Joe Dewell, wants to find out why *Redifill* appears to be so successful.

He suggests a research programme, which includes surveying

- retailers that are stocking *Redifill*
- consumers who are buying *Redifill*.

a) Explain how the information produced by this research will help Joe.

Researching the retailers

Researching the consumers

(4)

b) Based on the work you have done for this unit, describe an appropriate method of researching consumers to find out why they are buying *Redifill*.

(6)

c) State **two** examples of information that Joe would want to know about, when researching consumers, to find out why they are buying *Redifill*.

1 _____

2 _____

(2)

d) Joe is planning to buy continuous retail audit information about products in the wall repair market. Explain what is meant by continuous retail audit in the context of marketing research, and how it could provide Joe with vital knowledge and information about the competitive position of *Redifill* compared to *Wallfiller*.

(4)

e) Explain how secondary research sources could be used to help inform any marketing decisions made by the management at *Great Walls Ltd*.

(2)

Total 19 marks

Q5

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6. Using his business to business contacts, the Sales Director of *Great Walls Ltd*, telephones a senior manager at one of the major DIY chains to question him about the new product. This manager is a buyer who will have decided that his shops will stock *Redifill*.

Evaluate this method of obtaining marketing research information.

Leave
blank

Q6

(4)

Total 4 marks

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Questions 7–9 are based on your own investigation of marketing campaigns that you have done as part of your studies for this unit.

7. The case study at the start of this paper is based on a new product entering an existing market.

Based on what you have studied for your work on this unit describe an example of a **new product** introduction that you have seen or learned about.

- a) You need to include

Market or sector eg ‘confectionery’, or ‘white goods’ _____

Name of new product _____

Brand _____

Type of product _____

Manufacturer/owner of new product _____

Target market _____

(2)

- b) Describe **TWO** features that make this a new product

Feature _____

Feature _____

(4)

Leave blank

- c) Identify **ONE** area of marketing planning or decision making that needed to be considered when preparing for the introduction of this new product. Evaluate this in the context of the introduction of the new product

Q7

(5)

Total 11 marks

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8. Based on your studies, describe how successful the new product/campaign that you have named been in terms of

- (i) Meeting the needs of the organisation
(ii) Meeting the needs of customers

Justify each answer that you give and explain how you have arrived at your conclusion.

- (i) Meeting the needs of the organisation

(3)

- (ii) Meeting the needs of customers

Leave blank

Q8

(3)

Total 6 marks

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9. Every marketing campaign is affected by constraints.

(i) Identify **one** constraint on the marketing campaign for the new product that you have named.

(1)

(ii) Explain how this constraint changed the course of the marketing campaign.

(2)

(iii) Describe the effect that this constraint had on the outcome of the marketing campaign.

(2)

Total 5 marks

Q9

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TOTAL FOR PAPER: 90 MARKS

END

Leave
blank

General guidance on marking

Examiners should look for qualities to reward rather than faults to penalise. This does NOT mean giving credit for incorrect or inadequate answers, but it does mean allowing learners to be rewarded for answers showing correct application of principles and knowledge, and for critical and imaginative thinking. Examiners should therefore read carefully and consider every response; even if it is not what is expected it may be worthy of credit. The Principal Examiner or Team Leader should be consulted as necessary.

Applying the mark scheme

- 1 In the first column the question is identified.
- 2 The second column identifies the expected answers to the question. The expected answers are not necessarily exhaustive and so professional judgement should be applied by the marker.
- 3 For some of the expected answers, example answers have been supplied to give additional guidance, particularly where the question allows for a wide range of response from the learner.
- 4 The third column identifies how the marks should be awarded.
- 5 **(1)** identifies the award of each mark.
- 6 1×4 **(4)** indicates that the mark (sub total) for that part of the question is made up of **four** one-mark answers or parts.
- 7 The **(6)** or similar mark in the third column is the sub total allocated to that part of the question and is the same as the sub total which appears on the question paper.
- 8 The total mark for each question is in **Bold** at the bottom of each full question.
- 9 Information in **Bold** which appears in the bottom of the second column for that question gives guidance on how to award a range of marks and must be followed for that specific question eg **low response (1)** or **detailed explanation (2)**.
- 10 The third column for straightforward responses basic information has been provided with the total mark available for the question enclosed in brackets.

Where more extended answers are required from the learner, levels of response style instructions have been provided.

Mark scheme

Edexcel Advanced Subsidiary GCE in
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Unit 1

Investigating People at Work

Applied Business Unit 1: Investigating People in Business: Mark Scheme

Question	Expected answer	Mark allocation
1 a)	<ul style="list-style-type: none"> • A centralised structure means decisions are taken at the top — with services located in one place — eg <i>Rarebear Ltd</i> HR in London. • A decentralised structure means more delegation takes place — and services are more dispersed — eg <i>Rarebear Ltd's</i> staff in each factory. 	1 mark for explaining centralised (maximum 2 marks) 1 mark for application to <i>Rarebear</i> 1 mark for explaining decentralised (maximum 2 marks) 1 mark for application to <i>Rarebear</i> 6 marks
1 b)	<ul style="list-style-type: none"> • New products/new materials — the Marketing Director will have information about proposed design — the Production Director will advise how design will influence safety/construction/production. 	1 mark for example 1 mark for reference to functions 1 mark for explaining the link 3 marks
1 c)	<ul style="list-style-type: none"> • Increase market share — so <i>Rarebear Ltd</i> could compete more effectively. • Increase sales — so <i>Rarebear Ltd</i> could gain greater economies of scale. • Increase profits — so <i>Rarebear Ltd</i> could pay dividends to shareholders. 	1 mark for aim 1 mark for explanation (1 + 1) x 2 4 marks
1 d)	<ul style="list-style-type: none"> • Recruitment. • Staff records. • Training/development. • Appraisal. • Advice. 	1 mark for each service 3 marks
1 e)	<ul style="list-style-type: none"> • Eg recruitment — equal opportunities for both sexes when being interviewed. • Eg internal promotion — male or female applicants are not discriminated against. 	1 mark for example 1 mark for explanation (1 + 1) x 2 4 marks
1 f)	<u>Eg description of Tesco</u> Head Office . . . stores . . . centralised services are . . . Organisation is . . .	3 marks for description showing thorough knowledge of structure (2 marks for sound description) (1 mark for basic/partial description) 3 marks
1 g)	(Eg) Tesco has a tall structure because . . . Similarities are therefore . . . Differences are . . . This is due to (eg) size/location/sector the businesses are in . . .	1 mark for explaining similarity 1 mark for explaining difference (maximum 4 marks) 1 mark for why similar or different (maximum 3 marks) 7 marks

Question	Expected answer	Mark allocation
2 a)	<ul style="list-style-type: none"> • Local businesses. • Local community. • Staff. 	1 mark for each stakeholder group <p style="text-align: right;">2 marks</p>
2 b)	<ul style="list-style-type: none"> • Job title — Junior Finance Assistant. • Salary — £10 000 rising to £12 000 p.a. • Annual leave — in addition to bank holidays, 22 working days p.a. rising to 25 days after 5 years' service. • Location — based in the Accounts Office/based on the Main Site. 	1 mark for item 1 mark for example (1 + 1) x 2 <p style="text-align: right;">4 marks</p>
2 c) (i)	<ul style="list-style-type: none"> • The Person Specification for Junior Finance Assistant is created from its Job Description — because personal attributes can be identified once the job details are known. 	1 mark for knowledge of relationship 1 mark for explaining relationship <p style="text-align: right;">2 marks</p>
2 c) (ii)	<ul style="list-style-type: none"> • Skills — good communication/good numeracy/self-disciplined. • Experience — none/some previous office work/successful contribution to teamwork. • Knowledge — knowledge of computers/spreadsheets/accounting software. • Qualifications — NVQ2/GCSE English and Mathematics. • Other requirements — commitment to equality/can work as part of a team. 	1 mark for each statement 5 x 1 2 marks if drawn fully from the Job Description (1 mark if drawn partly from the Job Description) <p style="text-align: right;">7 marks</p>
2 d)	<ul style="list-style-type: none"> • Successful appointees must possess these Essential Qualities otherwise they will be unable to adequately perform the job — this helps Juanita when interviewing — by identifying suitable people — and helps control <i>Melford College's</i> recruitment costs — by reducing labour turnover. 	1 mark for knowledge of essential qualities 1 mark for each effect on Juanita's work (maximum 2 marks) 1 mark for each effect on <i>Melford College</i> (maximum 2 marks) <p style="text-align: right;">5 marks</p>

Question	Expected answer	Mark allocation
2 e)	<u>Eg local garden centre</u> <ul style="list-style-type: none"> • Honesty — because staff on the sales desks deal with money — and other staff handle the plants and other items being sold. • Punctuality/meeting deadlines — because customers want serving/do not want to wait longer than necessary — and staff need to be available for this. 	1 mark for appropriate personal qualities 1 mark for explaining importance (maximum 2 marks) (2 x 2) 5 marks
2 f)	<u>Eg likely influences on local garden centre</u> <ul style="list-style-type: none"> • Pollution — waste management of food from café — need to dispose carefully. • Cleaning materials — disposal of — could be harmful/could face fines. • Vermin — disposal of waste — need to discourage/may need to liaise with local council. • Recycling — pots/containers used — may be able to reuse. <u>Eg conclusion</u> <ul style="list-style-type: none"> • Garden centre's activities relate to environmental matters and affect work of staff/Garden centre staff need to be aware of how their actions affect the environment and the possibility of bad publicity. 	2 marks for how environmental issues affect the business's activities (1 mark for basic knowledge of environmental influences) 1 mark for each likely response by the business (maximum 2 marks) 1 mark for valid conclusion 5 marks
3 a)	<i>Melford Leisure Centre</i> is owned by the council/public sector — whereas <i>Gunns Ltd</i> as a private sector business is owned by shareholders.	1 mark for ownership of each business 2 marks
3 b)	<ul style="list-style-type: none"> • Customer satisfaction — both rely on customers for revenue — which leads to profit/surplus for the owner(s). • Market share — both compete with each other and will therefore seek to attract customers from the other — and increased market share increases chance of survival. 	1 mark for both objectives 1 mark for explaining why each is appropriate (maximum 2 marks) (2 + 2) 5 marks
3 c)	<ul style="list-style-type: none"> • Ensure customers behave responsibly. • Check first aid boxes daily. • Ensure whistles/alarms carried at all times. • Record all accidents in Accident Book. • Mop up surplus water/any spillages immediately. 	1 mark for each item 5 marks

Question	Expected answer	Mark allocation
3 d)	<ul style="list-style-type: none"> • Pool and sports staff are doing jobs they did not expect to do — this takes them away from their main work/puts pressure on them. • Café/bar staff do not seem to have security — as a result they may not be motivated to attend regularly. • Criticism in local paper — existing staff morale affected through bad publicity. 	<p>1 mark for reason</p> <p>1 mark for explanation</p> <p style="text-align: right;">2 marks</p>
3 e)	<ul style="list-style-type: none"> • Increase pay of café/bar/sports staff — this may encourage better attendance by café staff and encourage sports staff to cover — but it adds to Centre's costs — and pay may not be the main motivator. • Improve working conditions — this will encourage staff and meets Maslow's lower order needs/Herzberg's hygiene factors — but will add to costs — and it may not be the cause of low morale so will not solve the problem. 	<p>1 mark for identifying approach</p> <p>3 marks for explaining fully in context (up to 2 marks for less detailed explanation)</p> <p>2 marks for explaining negative effect (1 mark for less detailed explanation)</p> <p style="text-align: right;">6 marks</p>
3 f)	<p><u>Eg Ford</u>, affects (eg)</p> <ul style="list-style-type: none"> • Output — staff need to meet customer requirements/customer orders/staff must compete with other car firms. • Communication — staff need to contact garages concerning sales/customers. • Atmosphere — affects staff willingness to sell/manufacture. 	<p>1 mark for identifying relevant feature</p> <p>1 mark for explaining relevance in context</p> <p style="text-align: center;">(1 + 1) x 2</p> <p style="text-align: right;">4 marks</p>
3 g)	<p><u>Eg Maslow related to Ford</u></p> <ul style="list-style-type: none"> • Lower order needs, eg physical = pay levels and working conditions on the production line — safety = job security at Ford — affects attendance, punctuality, output. • Higher order, eg social = teamwork, self-actualisation = develop new skills at Ford — affects working with colleagues, initiative. 	<p>2 marks for knowledge of theory (1 mark for basic/partial knowledge)</p> <p>2 marks for evaluating in context (1 mark for basic/partial evaluation)</p> <p>2 marks for specific evaluation in context of chosen business (1 mark for basic/partial evaluation)</p> <p style="text-align: right;">6 marks</p>

Content area distribution

Question	Content area			
	1.1	1.2	1.3	1.4
1 (a)	6			
1 b)	3			
1 c)	4			
1 d)		3		
1 e)		4		
1 f)	3			
1 g)	7			
2 a)				2
2 b)		4		
2 c) (i)		2		
2 c) (ii)		7		
2 d)		5		
2 e)		5		
2 f)				5
3 a)	2			
3 b)	5			
3 c)				5
3 d)			2	
3 e)			6	
3 f)			4	
3 g)			6	
Marks	30	30	18	12

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)	2	2		2									6
1 b)	1	2											3
1 c)	2	2											4
1 d)	3												3
1 e)				2	2								4
1 f)				1	1	1							3
1 g)							2	2		1	1	1	7
2 a)	2												2
2 b)					2	2							4
2 c) (i)	1	1											2
2 c) (ii)						2	3	1	1				7
2 d)	1	2	2										5
2 e)	1			2	2								5
2 f)	1			1			1	1		1			5
3 a)	2												2
3 b)	1	2	2										5
3 c)				5									5
3 d)				1	1								2
3 e)			2					1	2	1			6
3 f)				2		2							4
3 g)	1	1								2	1	1	6
	18	12	6	16	8	5	8	5	3	5	2	2	
Total	18	12	6	16	8	7	6	5	3	5	2	2	
	36			31			14			9			90

Analysis of paper

The overall target for each Assessment Objective is based on 40%, 35%, 15% and 10% as agreed for Unit 1, which, on a 90 mark paper, gives

36 marks for AO1

31.5 (= 31) marks for AO2

13.5 (= 14) marks for AO3

9 marks for AO4.

Mark Scheme

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Unit 6

Investigating Promotion

Applied Business Unit 6: Investigating Promotion: Mark Scheme

Question	Expected answer	Mark allocation
1	<ul style="list-style-type: none"> To survive — use promotion to attract potential members. To make money/profit — use promotion to convert awareness into commitment to spend £300 plus £50 per month on membership. To have 300 members by end of year one — promote to target market. To create awareness among target market/catchment area — convince them that it is worth joining centre/spending money. To attract men and women/members in 18–45 age range — encourage them to visit and see for themselves the benefits of joining centre. To have a promotional plan — place advertisements using appropriate medium for target group. 	<p>1 mark for business objective</p> <p>1 mark for identifying appropriate promotion</p> <p>$(1 + 1) \times 2$</p> <p>(4 marks)</p>
2	<ul style="list-style-type: none"> Recruitment — will need a continuous programme of recruitment/information suggests a high drop-out rate — will need to plan promotion long term. Targeting — lots of people already interested in idea of joining a gym/less need to try to convince non-believers of the benefits of gym membership — will need to use media focused on target market. 	<p>1 mark for factor</p> <p>1 mark for stating how factor will affect her plans</p> <p>1 mark for actual effect on promotional plans</p> <p>$(1 + 1 + 1) \times 2$</p> <p>(6 marks)</p>
3 a)	<ul style="list-style-type: none"> Press/local press. Cinema. Radio. Television. 	<p>1 mark for each media</p> <p>(2 marks)</p>
3 b)	<ul style="list-style-type: none"> Television — high production costs/high cost of airtime. Radio — (perceived) high production cost/air time expensive at peak times. 	<p>1 mark for inappropriate media</p> <p>1 mark for linking to budget</p> <p>(2 marks)</p>
3 c)	<p><u>Target market</u></p> <ul style="list-style-type: none"> 18–45. High income/high level of discretionary income/high spenders on leisure. Professional people within Harlow area. <p><u>Need to choose media that</u></p> <ul style="list-style-type: none"> is likely to be seen/read/listened to by target market is relevant/is taken notice of by target market is used by target market as a source of information. 	<p>1 mark for identifying target market</p> <p>1 mark for how target market affects choice of media</p> <p>(2 marks)</p>

Question	Expected answer	Mark allocation
4 a)	<ul style="list-style-type: none"> • All of her promotional plans should be developed within the law. • Must be truthful. • Must be factually correct. • Must be accurate. • Must not mislead. • Must not imply something that is not true • Must not trade on consumer ignorance. 	<p>1 mark for each point of description of aspects of Trade Descriptions Act</p> <p style="text-align: right;">(2 marks)</p>
4 b)	<ul style="list-style-type: none"> • May be reported to Trading Standards — complaint will be investigated/could lead to prosecution. • Could be taken to court — may cost a lot of money. 	<p>1 mark for possible situation</p> <p>1 mark for result</p> <p style="text-align: right;">(2 marks)</p>
5 a)	<ul style="list-style-type: none"> • Press releases/send press release announcing new fitness club to local newspaper — newspaper always looking to fill space with news of local news/local newspaper may send journalist to visit club and do a review. • Case history/prepare a case history of local athlete who trains at <i>Fitness Fast</i> — circulate to local media/athlete may get interviewed on local TV/can use opportunity to mention <i>Fitness Fast</i>. • Use of editorial space in press/radio/TV — likely to be listened to by local people some of whom will be target market. • Sponsorship/sponsor local youth football team — use success of team to promote benefits of <i>Fitness Fast</i>/other local players will be attracted in desire to share success. 	<p>1 mark for each method</p> <p>1 mark for why appropriate</p> <p>1 mark for how it could be used</p> <p style="text-align: right;">(2 marks)</p>
5 b)	<ul style="list-style-type: none"> • PR based on ongoing two way communication with an organisation and it's public via available media — based on presenting a good/attractive image to public/target markets — important to service because sector is highly competitive — <i>Fitness Fast</i> needs to create awareness/good image immediately as it is a new venture. • PR based on representing service in editorial context — less obviously commercial compared to paid for advertising — (apparently) independent view given about service — which can be used to endorse <i>FF</i>. 	<p>1 mark for defining good PR</p> <p>1 mark for why important in general terms</p> <p>1 mark for why important to a service</p> <p>1 mark for linking to particular needs of <i>FF</i></p> <p style="text-align: right;">(4 marks)</p>

Question	Expected answer	Mark allocation
5 c)	<ul style="list-style-type: none"> • Alice is a professional gymnast — public are interested in professional sports people — professional gymnast running local business will attract local attention/give a reason to visit <i>FF</i> — visit provides opportunity to convert to new/paying member. • Alice is a professional gymnast — will have lots of contacts amongst other sports professionals/celebrities — could invite them to visit/train at <i>FF</i> — connection with celebrities could be used to attract new members. 	<p>1 mark for recognising background</p> <p>1 mark for what this could mean in PR terms</p> <p>1 mark for how background could be used in PR terms</p> <p>1 mark for benefit to <i>FF</i></p> <p style="text-align: right;">(4 marks)</p>
6 a)	<p><u>Likely cost</u></p> <ul style="list-style-type: none"> • Appears to be simple so relatively low cost to produce. • Small single sided would be low cost to print/produce. <p><u>Ability to reach the target market</u></p> <ul style="list-style-type: none"> • Would reach target market because could be handed to likely looking people. • Can be targeted precisely. <p><u>Raising awareness</u></p> <ul style="list-style-type: none"> • Leaflet would let people know about <i>Street Seen</i>. • Would tell people what <i>Street Seen</i> was offering most people. • Leaflet would be eye-catching and provide all information about the shop. 	<p>1 mark for assessment of likely cost</p> <p>1 mark for assessment of ability to reach the target</p> <p>1 mark for assessment of ability to raise awareness</p> <p style="text-align: right;">(3 marks)</p>
6 b)	<ul style="list-style-type: none"> • Incorporate a reply slip/name and address form/something to encourage return of flyer when joining on leaflets — use codes to identify leaflets distributed in different ways/in different places — record and monitor leaflet codes — use market research/statistical techniques to analyse codes/source of leaflet. • Record/monitor sales — compare sales level before leaflets with sales level after leaflet campaign — see if there is a difference — draw conclusions based on the difference. 	<p>1 mark for method</p> <p>1 mark for how to use method</p> <p>1 mark for how to measure effectiveness</p> <p>1 mark for explanation</p> <p style="text-align: right;">(4 marks)</p>

Question	Expected answer	Mark allocation
6 c)	<ul style="list-style-type: none"> • High wastage — not hitting target market/not selective/not all areas will have target market living there. • High cost — likely to be 40 000 homes in Harlow/high cost per member recruited as a result of high. • May not be able to achieve 100% coverage — all homes may not be leafleted as a result of unavailability of resources to deliver leaflets/leaflets dumped. <p>(Other weaknesses of door-to-door leafleting may be given but only 1 mark if not linked to all residential areas of the town. Examples would include treated as junk mail/dumped/not delivered as planned etc.)</p>	<p>1 mark for identifying weakness in door-to-door leafleting</p> <p>1 mark for explaining how weakness is linked to coverage of all residential areas</p> <p style="text-align: center;">(1 + 1) x 2</p> <p style="text-align: right;">(4 marks)</p>
6 d)	<ul style="list-style-type: none"> • Hand out at local train station/arrange for leaflets to be handed to young commuters returning home from work — can be handed directly to target customers/less wastage. • Hand out in town centre/arrange for leaflets to be handed to target market — can see who is given leaflet/less wastage. • Hand out to cinema queue/wait outside cinema and give to people entering — cinema attracts target market for <i>Street Seen</i>. • Hand out in pubs/clubs — venue will have attracted target market — can be handed directly to target customers/less wastage. 	<p>1 mark for method</p> <p>1 mark for more effective than door-to-door</p> <p>1 mark for more useful</p> <p style="text-align: center;">(1 + 1 + 1) x 2</p> <p style="text-align: right;">(6 marks)</p>
7 a)	<ul style="list-style-type: none"> • Breakfast time/before young people go to school/college — traditional time to listen to fun DJ's/music to discuss with friends at school/college. • Drive time/7–9am/4–7pm/targeting people with high discretionary income/more likely to have jobs — peak time for radio listening by people going to/returning from work when target market are most likely to be listening. • Early evening — will create awareness of shop before young people go out. 	<p>1 mark for appropriate time</p> <p>1 mark for reason</p> <p style="text-align: right;">(2 marks)</p>

Question	Expected answer	Mark allocation
7 b)	<p><u>Coverage</u></p> <ul style="list-style-type: none"> • % of population that are likely to hear advertisement — used to measure extent/reach of an advertising campaign. • Geographic reach of campaign — share of target market reached. <p><u>Frequency</u></p> <ul style="list-style-type: none"> • How often/how many times an advertising spot will be broadcast — used as a measure of the cost efficiency/success of buying as many spots as possible for given budget. 	<p>1 mark for basic definition</p> <p>1 mark for explanation of difference</p> <p>(1 + 1) x 2</p> <p style="text-align: right;">(4 marks)</p>
7 c)	<p>Answers could take the form of the following:</p> <ul style="list-style-type: none"> • commercial radio will reach local market — but many listeners may be outside of the catchment area for shop — could be cost effective as once advertisement has been created can be used over and over again — initial cost of production could be too high, if a quality advertisement is to be created, otherwise image could be compromised. <p>(Answer should contain reference to possibly being ‘not useful’ to gain full marks.)</p>	<p>1 mark for usefulness (maximum 2)</p> <p>1 mark for link to cost effectiveness (maximum 2 marks)</p> <p style="text-align: right;">(4 marks)</p>
7 d)	<ul style="list-style-type: none"> • Identify ethical issue/problem. • Note what was broadcast. • Note when it was broadcast. • Contact Ofcom. • Follow-up referral to radio group within Ofcom. • Make complaint. 	<p>1 mark for each step in process</p> <p style="text-align: right;">(3 marks)</p>
8 a)	<ul style="list-style-type: none"> • To sell more product. • To attract people to join. • To make more money. • To communicate message. • To reinforce brand. 	<p>1 mark for business objective</p> <p style="text-align: right;">(1 mark)</p>
8 b)	<ul style="list-style-type: none"> • Text advertisement. • Banner on website. • Pop-up on web. • Flash on web. 	<p>1 mark for example of new media</p> <p style="text-align: right;">(1 mark)</p>

Question	Expected answer	Mark allocation
8 c)	<ul style="list-style-type: none"> • To create awareness of product — new media more likely to be seen by target market than traditional media. • To communicate message to a section of the target market that is difficult to reach by traditional media. • New media more likely to be seen by young males. 	<p>1 mark for basic reason</p> <p>1 mark for explanation</p> <p style="text-align: right;">(2 marks)</p>
8 d)	<ul style="list-style-type: none"> • Brief • Copy • Images • Technical expertise/ICT skills • Suitable software/Dreamweaver • Access to internet • ISP • Sufficient web space • Production time. 	<p>1 mark for each production requirement</p> <p style="text-align: right;">(4 marks)</p>
8 e)	<ul style="list-style-type: none"> • Costly to produce — less money available for press/other media. • Needed ICT expert to produce — needed to buy-in skills. • Required xxmb of web space — took up webspace that could have been used for email ordering. 	<p>1 mark for constraint</p> <p>1 mark for how constraint affected campaign</p> <p style="text-align: right;">(2 marks)</p>
9 a)	<ul style="list-style-type: none"> • To promote the product/brand. • To sell more product. • To create a new image for the product/advertiser. • To attract customers. • To entertain the audience and at the same time create a positive memorable association with the product/advertiser. 	<p>1 mark for each reason</p> <p style="text-align: right;">(2 marks)</p>
9 b)	<ul style="list-style-type: none"> • Cost — need to use expensive equipment/crew to produce advertisement. • Needs to be made on film rather than video to obtain sufficient quality — this is an expensive process. • Needs specialist equipment/cinema projectors to show the advertisement — in cinemas/venues with the right equipment. 	<p>1 mark for constraint</p> <p>1 mark for explanation</p> <p style="text-align: right;">(2 marks)</p>

Question	Expected answer	Mark allocation
9 c)	<ul style="list-style-type: none"> • Watch and listen to audience whilst advertisement is being shown — gauge reaction — lots of talking could suggest they do not like ad/advertisement is not sufficiently attractive — quiet engaged audience/positive reaction suggests that advertisement has worked. • Conduct audience research — interview audience to measure awareness of produce before they go into cinema — interview again after they have come out of cinema — measure difference in awareness between two interviews. 	<p>1 mark for each step in process of investigating audience opinion</p> <p style="text-align: right;">(4 marks)</p>
9 d)	<ul style="list-style-type: none"> • It is on a much bigger screen/bigger scale — this means that it will make more of an impact on the audience. • Likely to be longer in time than TV advertisement — more time to communicate. • May contain images that would not be acceptable on TV — can communicate a different message to the audience. 	<p>1 mark for difference</p> <p>1 mark for explanation of difference</p> <p style="text-align: right;">(2 marks)</p>
10 a)	<ul style="list-style-type: none"> • Advertiser has name shown at start and finish of TV show — name is also shown and during ad breaks. • Sponsor pays for all the sports kits of local football/netball team — name is displayed to the audience during matches. • BT sponsor Glastonbury music festival — they run all the mobile telecoms facilities and have their name all the poster sites. 	<p>1 mark for form of sponsorship</p> <p>1 mark for description</p> <p style="text-align: right;">(2 marks)</p>
10 b)	<ul style="list-style-type: none"> • Sponsor benefits from positive associations with TV show — not perceived by audience as explicit advertising/commercialism. • Sponsor get free tickets to each game — can be used for entertaining customers/incentivising staff. • Sponsor get opportunity to get involved in a unique event with a captive audience of young people who can be signed-up to BT — much more highly targeted than other media. 	<p>1 mark for benefit</p> <p>1 mark for benefit compared with other media</p> <p style="text-align: right;">(2 marks)</p>

Question	Expected answer	Mark allocation
10 c)	<ul style="list-style-type: none"> • Some people may not like the association. • May repel as many people as are attracted. • May not be perceived as relevant/may be perceived as irrelevant. • Organisation/person being sponsored may have problems which are then linked with sponsor eg Michael Jackson and Pepsi. • Audience recognises organisation/person being sponsored but misses the sponsor themselves. 	<p>1 mark for each negative effect</p> <p style="text-align: right;">(2 marks)</p>
10 d)	<ul style="list-style-type: none"> • Measure sales — compare sales before sponsorship started with sales during/after sponsorship. • Measure change in awareness — measure awareness before sponsorship/compare with awareness after sponsorship. • Conduct research — pre and post sponsorship. 	<p>1 mark for basic method</p> <p>1 mark for explanation</p> <p style="text-align: right;">(2 marks)</p>

Content area distribution

Question	Content area			
	6.1	6.2	6.3	6.4
1	4			
2	6			
3 a)		2		
3 b)		2		
3 c)		2		
4 a)			2	
4 b)			2	
5 a)	2			
5 b)	4			
5 c)	4			
6 a)		3		
6 b)				4
6 c)		4		
6 d)		6		
7 a)		2		
7 b)		4		
7 c)		4		
7 d)			3	
8 a)				1
8 b)		1		
8 c)				2
8 d)		4		
8 e)			2	
9 a)				2
9 b)		2		
9 c)				4
9 d)		2		
10 a)	2			
10 b)				2
10 c)				4
10 d)				2
Total	22	38	9	21

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	2	2											4
2	2	2	2										6
3 a)	1	1											2
3 b)		1	1										2
3 c)				2									2
4 a)	2												2
4 b)				2									2
5 a)	1	1											2
5 b)	1	1	2										4
5 c)				2	2								4
6 a)	3												3
6 b)				4									4
6 c)	2	2											4
6 d)				1	1	2	2						6
7 a)						1	1						2
7 b)					2	2							4
7 c)							2	2					4
7 d)								3					3
8 a)	1												1
8 b)				1									1
8 c)	1	1											2
8 d)	2	1	1										4
8 e)										2			2
9 a)				2									2
9 b)					2								2
9 c)							2	2					4
9 d)						2							2
10 a)				2									2
10 b)										1	1		2
10 c)										2	1	1	4
10 d)								1	1				2
Actual	18	12	6	16	7	7	7	9	0	5	2	1	90
	36			30			16			8			90
Target	18	12	6	16	8	7	6	5	3	5	2	2	
	36			31			14			9			90

The overall target for each Assessment Objective is based on 40%, 35%, 15% and 10% as agreed, reduced *pro rata* to 90 marks.

Mark Scheme

**Edexcel Advanced Subsidiary GCE in
Applied Business (Single Award)**

**Edexcel Advanced Subsidiary GCE in
Applied Business (Double Award)**

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Unit 8

Business Development

External assessment

Assessment objectives

8.1 The Business Idea

A range of possible ideas

Your legal and taxation status

Likely competitors/customers for the product or service

Promotional strategies

8.2 Production Process/Quality

Quantity produced or service offered, process and timing

Physical resources required

Human resources required

How quality can be assured and controlled

8.3 Financial Resources

Sources of finance

Start-up budget and working capital requirements

Forecasts for cash flow and breakeven

	25%	30%	20%	25%	
	KSU	A KSU	R & A	E	
	AO1	AO2	AO3	AO4	Total
	3	6			9
			3		3
			3	4	7
	2	4	3		9
		3			3
	2	2			4
	3	2			5
			2		2
	3	2	2		7
	3				3
		2	3	4	9

Rationale

AO1 – brainstorm/record ideas, select best of three

AO2 – list advantages/disadvantages of three

AO3 – examine alternatives for different types of organisation chosen

AO3 – secondary and primary research

AO4 – presentation/evaluation of findings

AO1 – 4 Ps defined

AO2 – 4 Ps applied to main idea

AO3 – likely success of different promotional strategies

Rationale

AO2 – apply knowledge gained from market research

AO1 – identification of needs

AO2 – describe use/application

AO1 – identification of needs

AO2 – describe roles and deployment

AO3 – research of recognised quality standards plus customer service feedback

Rationale

AO1 – identify sources and types

AO2 – apply to different business situations

AO3 – research terms and conditions

AO1 – list of expenditure/receipts headings plus amounts

AO2 – apply figures to a computerised/manual cash flow statement

AO3 – plot in 12 months profile for each relevant heading

AO4 – produce and analyse computerised/manual breakeven chart

External assessment

Assessment objectives

Projected profit and loss account

Start-up and closing balance sheets

8.4 Feasibility and Evaluation

Evaluation of the business position at the year end

'What if' scenarios based on the information already there

A projected position for 3 years' time based on the scenario chosen

Alternative ideas if any of the above prove unsuitable

Totals

	25%	30%	20%	25%	
	KSU	A KSU	R & A	E	
	AO1	AO2	AO3	AO4	Total
Projected profit and loss account	2	2			4
Start-up and closing balance sheets	2	2			4
Evaluation of the business position at the year end			2	5	7
'What if' scenarios based on the information already there				5	5
A projected position for 3 years' time based on the scenario chosen				5	5
Alternative ideas if any of the above prove unsuitable	2	2			4
Totals	21	27	18	23	90

Rationale

AO1 – show correct format

AO2 – correct transfer with adjustments from cash flow statement

AO1 – show correct format

AO2 – correct transfer with adjustments from cash flow statement

Rationale

AO3 – define SWOT and PEST analysis

AO4 – apply SWOT and PEST and relevant financial ratios

AO4 – factor in changes to market/interest rates/fixed costs/capital individually or combined

AO4 – show progression to full trading after 3 years with worst/best and expected positions

AO1 – further development of original ideas 2 and 3

AO2 – explanation as to how these ideas might work

Alternative presentation of assessment criteria

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded
a AO1, AO2, AO3, AO4	Potential business idea selected, giving basic reasons for choice and viability and outlining marketing/promotional strategies and identifying competitor information.	Sound information on business idea supported by evidence of viability and detailed strategies with some justification of proposal. Sound information on competitors.	Comprehensive and original ideas with fully supported and justified evidence and proposals. Comprehensive and original information on competitors.	
	(1-14)	(15-22)	(23-28)	28
b AO1, AO2, AO3	Resource requirements and quality issues dealt with at basic level.	Resources and quality issues soundly presented, with relevant examples and good application.	Resources and quality issues comprehensively presented with fully supported detailed evidence.	
	(1-7)	(8-11)	(12-14)	14
c AO1, AO2, AO3, AO4	Produce a finance plan providing the basic information required for sources, budgets, cashflow, breakeven and accounts.	Detailed finance plan covering all required aspects showing independence of thought and clear understanding.	Comprehensive, professionally presented finance plan with accurate application and analysis of forecasts showing originality, independence of thought and clear understanding.	
	(1-13)	(14-20)	(21-27)	27
d AO1, AO2, AO3, AO4	Provide a simple evaluation of the business position at year-end and projected for three years hence.	Sound analysis and evaluation of present and projected position showing independence of thought.	Comprehensive analysis and evaluation of present and projected position with detailed and original recommendations and justified conclusions.	
	(1-10)	(11-16)	(17-21)	21
Total marks				90

Mark Scheme

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Edexcel GCE in Applied Business (Single Award)

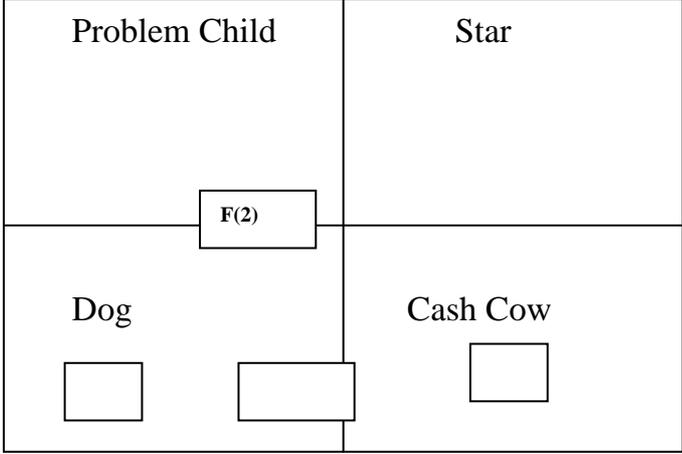
Edexcel GCE in Applied Business (Double Award)

Unit 10

Marketing Decisions

Applied Business Unit 10: Marketing Decisions: Mark Scheme

Question	Expected answer	Mark allocation
1 a)	<p><u>Strength</u></p> <ul style="list-style-type: none"> • Well-known product. • Produces high % of income for <i>Great Walls Ltd.</i> • Produces high % profit for <i>Great Walls Ltd.</i>. • Widely available. • Has been around for 20 years. <p><u>Weakness</u></p> <ul style="list-style-type: none"> • Business overly reliant on continued generation of high % income. • Business overly reliant on continued generation of high % profit. • Lack of recent investment. • Uncompetitive on-shelf retail price. <p><u>Opportunity</u></p> <ul style="list-style-type: none"> • To support/protect <i>Wallfiller</i>. • To introduce a ready mixed version. <p><u>Threats</u></p> <ul style="list-style-type: none"> • Redifill. • Own brand fillers. • Sales decline. • Profitability decline. • Loss of market share. 	<p>1 mark for each example (maximum 2 marks for each heading)</p> <p style="text-align: right;">(8 marks)</p>
1 b)	<ul style="list-style-type: none"> • Weakness is based on internal features — threat is based on external factors. • Weakness is something that you can address/affect directly/do something about — a threat is beyond your direct control. 	<p>1 mark for aspect of a weakness 1 mark for aspect of a threat</p> <p style="text-align: right;">(2 marks)</p>
1 c)	<ul style="list-style-type: none"> • Ready mixed — easier and cleaner for consumers to use — no other product like this on the market. • It's in a tub — modern form of packaging — gives them a modern image compared to other products. 	<p>1 mark for USP for <i>Redifill</i> 1 mark for stating why it is USP 1 mark for application to <i>Redifill</i></p> <p style="text-align: right;">(3 marks)</p>

Question	Expected answer	Mark allocation
2	<p>High 10%</p>  <p>Market Growth</p> <p>Problem Child</p> <p>Star</p> <p>F(2)</p> <p>Dog</p> <p>Cash Cow</p> <p>Low 0%</p> <p>Low 0% Market Share High 100%</p>	
2 a) (i)	<p><i>Wallfiller W</i> in ‘cash cow’ because <i>Wallfiller</i> has high/70% market share — and Figure 1 shows that market between 200 and 2003 has flattened out having grown steadily since 1995.</p>	<p>1 mark for correct location of W 1 mark for justification (2 marks)</p>
2 a) (ii)	<p>Redifill starting point S in ‘dog’. Redifill finishing position F in ‘star’.</p> <p>(F1) refers to low market growth/low market share for overall filler market. (F2) refers to growing market for readymixed filler/growing share of market achieved by <i>Redifill</i>.</p>	<p>1 mark for correct location of S 1 mark for correct location of F 1 mark for justification (3 marks)</p>
2 b) (i)	<ul style="list-style-type: none"> • More advertising — try to raise brand share/stimulate market. • New packaging — to generate interest/trial/usage. • New formula — relaunch as a new product. • Will need to open up new markets/move into new markets — expand usage into different areas/tasks. 	<p>1 mark for change (maximum 2 marks) 1 mark for explaining what change is likely to achieve (maximum 2 marks) (4 marks)</p>

Question	Expected answer	Mark allocation
2 b) (ii)	<ul style="list-style-type: none"> • Will be very difficult because Wallfiller has been used for 20 years for just one task in one market — very hard to change consumer usage/perception of use. • Will be very expensive to grow market as it is based on consumer need/usage — impossible for Wallfiller to create more cracks in walls. 	<p>1 mark for stating why very difficult</p> <p>1 mark for explaining why</p> <p style="text-align: right;">(2 marks)</p>
2 c)	<ul style="list-style-type: none"> • Looks at the market as a whole and competitive product positions can be assessed — whereas PLC just concentrates on one product. 	<p>1 mark for advantage</p> <p>1 mark for comparison</p> <p style="text-align: right;">(2 marks)</p>
3 a)	<ul style="list-style-type: none"> • Dominated by one product/<i>Wallfiller</i>. • Not much competition/only <i>Wallfiller</i> and own brand. • Consumers being exploited by relatively high priced products due to lack of competition. • Products widely available in retail outlets. • Little marketing support until introduction of <i>Redifill</i>. • <i>Great Walls Ltd.</i> content to milk the market and have not invested in recent years. 	<p>1 mark for elements of description of marketing environment</p> <p style="text-align: right;">(4 marks)</p>
3 b)	<ul style="list-style-type: none"> • Will need a suitable product — need to source product or develop own product. • Need NPD programme — to develop a competitive product based on marketing specification. • Could affect sales/market position of <i>Wallfiller</i> — will need to support brand with marketing activity to protect market share/position. 	<p>1 mark for implication (maximum 2 marks)</p> <p>or 1 mark for implication + 1 mark for explanation</p> <p style="text-align: right;">(4 marks)</p>

Question	Expected answer	Mark allocation
3 c)	<ul style="list-style-type: none"> • Redifill only on market for 4 months and already taking market share from Wallfiller. • Redifill being advertised on TV/television advertising known to have an immediate and dramatic effect on sales of product being advertised/conversely will depress sales of similar products that are not advertised/can have a halo effect on main brand. • Retailers will see an immediate effect on their sales of Redifill/will very quickly expect Great Walls Ltd to respond. 	<p>1 mark for reason</p> <p style="text-align: right;">(1 mark)</p>
4 a)	<ul style="list-style-type: none"> • Tactical — as this would need re-evaluating quickly — as currently the product is the main revenue earner and to cut margin would impact on retailers/lose good will/lose shelf space/ reduce income to company. • Not strategic — as this is a short-term initiative — strategic decisions planned to take place over time. 	<p>1 mark for correct strategy</p> <p>1 mark for reason</p> <p>1 mark for justification</p> <p style="text-align: right;">(3 marks)</p>
4 b)	<p><u>Positive</u></p> <ul style="list-style-type: none"> • price cuts generate sales • generate sales volume • customers are kept happy as price is reduced • stimulates the market by encouraging competition • could see it as a way of putting pressure on GW to improve their own margin. <p><u>Negative</u></p> <ul style="list-style-type: none"> • it could cut their profit margins • discount will have to come from somewhere • manufacturer will try to cut price to protect their own product/not in interests of retailers to cut price • product is established, needs little support/costs little to sell • currently they are stelling reasonable volume with good margin. 	<p>1 mark for each distinct point of evaluation, based on validity of method of obtaining marketing information.</p> <p>Evaluation should be from both points of view</p> <p>Positive (maximum 3 marks)</p> <p>Negative (maximum 3 marks)</p> <p style="text-align: right;">(4 marks)</p>
4 c) (i)	<p><u>Short term problems</u></p> <ul style="list-style-type: none"> • Lower revenue. • Retailer problems. • Redifill could also cut price. 	<p>1 mark for short term problem (maximum 2 marks)</p> <p>or</p> <p>1 mark for basic problem</p> <p>1 mark for development</p> <p style="text-align: right;">(2 marks)</p>

Question	Expected answer	Mark allocation
4 c) (ii)	<p><u>Long term problems</u></p> <ul style="list-style-type: none"> • Will not be able to return to higher price. • Consumer perception could be affected. • The prime positioning that Wallfiller has could be under threat due to price cuts. 	<p>1 mark for long term problem (maximum 2 marks)</p> <p>or</p> <p>1 mark for basic problem</p> <p>1 mark for development</p> <p style="text-align: right;">(2 marks)</p>
5 a)	<p><u>Researching the retailers</u></p> <ul style="list-style-type: none"> • To establish how the retailers view Redifill — GWL can make changes as required. • Establish the terms and conditions offered by Redifill — GWL can make appropriate decisions and take action where required. <p><u>Researching the consumers</u></p> <ul style="list-style-type: none"> • Identify market opinion and perception of the competition — this will help in terms of NPD and future of current product. • Will be able to identify strengths/weaknesses of Redifill — will help marketing planning. 	<p>1 mark for how researching retailers will help</p> <p>1 mark for application to GWL (maximum 2 marks)</p> <p>1 mark for how researching consumers will help</p> <p>1 mark for application to GWL (maximum 2 marks)</p> <p style="text-align: right;">(4 marks)</p>
5 b)	<ul style="list-style-type: none"> • Face-to-face intercept surveys — prepare questionnaire — wait outside/inside DIY stores — select people who have just bought Redifill — ask why/what they are expecting — because that have just made purchasing decision and must have a reason. • Hall tests — asks respondents to use products — compare products — question respondents after using products — record findings — because this is a practical test and will throw up any user benefits/problems with products. 	<p>1 mark for selection of appropriate method</p> <p>1 mark for aspects of method selected (maximum 4 marks)</p> <p>1 mark for why appropriate</p> <p style="text-align: right;">(6 marks)</p>
5 c)	<ul style="list-style-type: none"> • Interest/attitudes to repair products. • Product performance. • Customer brand perception. • Why customers are buying Redifill. • Why customers may not be buying Wallfiller. 	<p>1 mark for kinds of information</p> <p style="text-align: right;">(2 marks)</p>

Question	Expected answer	Mark allocation
5 d)	<ul style="list-style-type: none"> • Researchers measure deliveries, current stock, and sales through a panel of stores — then extrapolate figures to indicate position across the entire marketplace — will show the ‘real’ positions/market share/rates of sale of Redifill compared to Wall filler — because the data is based on actual sales and deliveries rather than speculation or opinion like other research methods. 	<p>1 mark for stating what is a continuous retail audit</p> <p>1 mark for explanation</p> <p>1 mark for how continuous audit provides information (maximum 2 marks)</p> <p style="text-align: right;">(4 marks)</p>
5 e)	<ul style="list-style-type: none"> • Investigate trade press. • Check published reports on the market. 	<p>1 mark for each way</p> <p>or 1 mark for way + 1 mark for explanation</p> <p style="text-align: right;">(2 marks)</p>
6	<ul style="list-style-type: none"> • Valid as they are primary data — honest/personal opinion from a key person in the industry — they are the personal opinion/based on actual sales data from a key organisation. • Not valid as they are partial and biased — only represents the opinion of one organisation — also, the buyer will know the Sales Director well and may not want to offend so does not tell the truth/SD may not like the answers and the conversation could become difficult. 	<p>1 mark for stating how valid answers are</p> <p>1 mark for why</p> <p>Max 2 marks for explanation</p> <p style="text-align: right;">(4 marks)</p>
7 a)	<p><u>Market or sector</u> ‘confectionery’/‘white goods’.</p> <p><u>Name of new product</u> ‘White Maltesers’/‘Ice Diamond’.</p> <p><u>Brand</u> ‘Maltesers’/‘Hotpoint’.</p> <p><u>Type of product</u> ‘white chocolates with crisp, light, honeycomb centre’/‘refrigerator’.</p> <p><u>Manufacturer of new product</u> ‘Masterfoods’/‘Merloni Elettrodomestici’.</p> <p><u>Target market</u> ‘children, aged 5-8’/‘adults looking for novelty sweet for children’/‘home owners, 18–45’.</p>	<p>1 mark for including two to three pieces of market information</p> <p>1 mark for including four to six pieces of information</p> <p style="text-align: right;">(2 marks)</p>
7 b)	<p><u>White Maltesers</u></p> <ul style="list-style-type: none"> • Packaging — it was printed red and white to show the white Maltesers as snowballs in a snow scene. • Price — they were 5p more expensive than standard Maltesers. <p><u>Ice Diamond</u></p> <ul style="list-style-type: none"> • Energy efficiency — new range claims to use less electricity than other brands. • Retro styling — designed to be different to other white goods. 	<p>1 mark for new feature</p> <p>1 mark for new feature described</p> <p>(1 + 1) x 2</p> <p style="text-align: right;">(4 marks)</p>

Question	Expected answer	Mark allocation
7 c)	<p><u>White Maltesers</u></p> <ul style="list-style-type: none"> • New product packed in small display boxes to fit on shop counters next to till. <p><u>Evaluation</u></p> <ul style="list-style-type: none"> • Creates impulse sales. • Opportunity to deliver new packaging in addition to standard packaging. • Looks different to standard packaging. • Could become dates if still on sale out of snowy season. • May stop sales of standard product. • Likely to cost more as the packaging is different. <p><u>Ice Diamond</u></p> <ul style="list-style-type: none"> • High cost of development/higher manufacturing cost. • Evaluation. • Attractive to ‘green consumers’. • Makes competition look irresponsible. • Positive development in a relatively static market. • Higher retail price. • New technology could cause problems in long term. 	<p>1 mark for area of marketing planning or decision making</p> <p>1 mark for positive features of evaluation (maximum 2 marks)</p> <p>1 mark for negative features of evaluation (maximum 2 marks)</p> <p style="text-align: right;">(5 marks)</p>
8 (i)	<ul style="list-style-type: none"> • Campaign did appear to meet the needs of the organisation because market share increased from 6.2% to 8.9% — this conclusion is based on declared intention to increase market share which was well publicised in the trade press — the increase was confirmed by later press releases/reports in the trade press. • Campaign did not meet needs of the organisation — they spent a reported £2million on television airtime — but the product failed to move out of the shops as witnessed by later price cuts to clear stocks. 	<p>1 mark for justified conclusion</p> <p>1 mark for how conclusion arrived at</p> <p>1 mark for explanation</p> <p style="text-align: right;">(3 marks)</p>

Question	Expected answer	Mark allocation
8 (ii)	<ul style="list-style-type: none"> • Campaign appeared to meet the needs of customers as there is now a high market penetration for this product — commercial reports state that consumers like the product — I obtained copies of reports from an internet site. • Campaign did not meet the needs of consumers as it is reported that there have been a lot of product returns — advertising built up high performance expectations — disappointment set in when performance turned out to be no better than existing similar products. 	<p>1 mark for justified conclusion</p> <p>1 mark for how conclusion arrived at</p> <p>1 mark for explanation</p> <p style="text-align: right;">(3 marks)</p>
9 (i)	<p><u>Resource based</u></p> <ul style="list-style-type: none"> • Not sufficient money. • Not sufficient product. <p><u>Legislation based</u></p> <ul style="list-style-type: none"> • Could not use actors in the commercial who appeared to be younger than 18 years old. • Could not mention the reported health giving properties of the product. <p><u>Regulation based</u></p> <ul style="list-style-type: none"> • Deemed to be an adult product could only show commercial after 9.00pm. • Had to modify claims in line with industry guidelines. 	<p>1 mark for constraint on marketing campaign</p> <p style="text-align: right;">(1 mark)</p>

Question	Expected answer	Mark allocation
9 (ii)	<p><u>Resource based</u></p> <ul style="list-style-type: none"> • Not sufficient money — could only make commercial on video — with consequent lack of quality/production values. • Not sufficient product — initial promotion cleared stock from stores — could not replenish stock so fined by retailers/lots of frustrated consumers. <p><u>Legislation based</u></p> <ul style="list-style-type: none"> • Could not use actors in the commercial who appeared to be younger than 18 years old — had to use older actors — not necessarily right to appeal to target market. • Could not mention the reported health giving properties of the product — USP's could not be stated explicitly — had to promote secondary benefits which are based on measurable facts. <p><u>Regulation based</u></p> <ul style="list-style-type: none"> • Deemed to be an adult product could only show commercial after 9.00pm — showed commercial after 9.00 — not the best time as target market have already left home and will not be watching TV. • Had to modify claims in line with industry guidelines — this meant that product appeared to be similar to competitors — could not exploit unique features. 	<p>1 mark for how constraint changed marketing campaign</p> <p>1 mark for explanation</p> <p style="text-align: right;">(2 marks)</p>

Question	Expected answer	Mark allocation
9 (iii)	<p><u>Resource based</u></p> <ul style="list-style-type: none"> • Not sufficient money — campaign/commercial did not impress customers/consumers — sales did not happen as expected. • Not sufficient product — could not meet anticipated sales targets — and lots of upset customers. <p><u>Legislation based</u></p> <ul style="list-style-type: none"> • Could not use actors in the commercial who appeared to be younger than 18 years old — did not create sufficient awareness amongst target market — did not meet sales or profit targets. • Could not mention the reported health giving properties of the product — product ignored by most consumers — only sold to consumers who had researched use of product themselves. <p><u>Regulation based</u></p> <ul style="list-style-type: none"> • Deemed to be an adult product could only show commercial after 9.00pm — had to switch media from TV to posters — made a good impact but not as immediate as would have happened if TV advertising used. • Had to modify claims in line with industry guidelines — decided that PR would be a better way of promoting product — have yet to see if this is effective so generation of forecast sales/profits is delayed. 	<p>1 mark for effect constraint had on outcome of marketing campaign</p> <p>1 mark for explanation</p> <p style="text-align: right;">(2 marks)</p>

Content area distribution

Question	Content area			
	10.1	10.2	10.3	10.4
1 a)	8			
1 b)	2			
1 c)		3		
2 a) (i)		2		
2 a) (ii)		3		
2 b) (i)		4		
2 b) (ii)		2		
2 c)		2		
3 a)	4			
3 b)	4			
3 c)	1			
4 a)		3		
4 b)		4		
4 c) (i)	2			
4 c) (ii)	2			
5 a)			4	
5 b)			6	
5 c)			3	
5 d)			4	
5 e)			2	
6			3	
7 a)				2
7 b)				4
7 c)				5
8 (i)				3
8 (ii)				3
9 (i)				1
9 (ii)				2
9 (iii)				2
Actual	23	23	22	22
Target marks	22.5	22.5	22.5	22.5

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)	4	4											8
1 b)			2										2
1 c)				2	1								3
2 a) (i)	1			1									2
2 a) (ii)	1			1	1								3
2 b) (i)				2	1	1							4
2 b) (ii)						2							2
2 c)	1	1											2
3 a)				2	2								4
3 b)				2	1	1							4
3 c)						1							1
4 a)	1	1	1										3
4 b)										2	2		4
4 c) (i)				1	1								2
4 c) (ii)				1	1								2
5 a)							2	2					4
5 b)							2	2	2				6
5 c)	2												2
5 d)							2	1	1				4
5 e)	2												2
6										2	2		4
7 a)	2												2
7 b)		2	2										4
7 c)				1						4			5
8 (i)										1	1	1	3
8 (ii)										1	1	1	3
9 (i)		1											1
9 (ii)				2									2
9 (iii)						2							2
Actual	14	9	5	15	8	7	6	5	3	10	6	2	90
	28			30			14			18			90
	27			31			14			18			90

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