

Mark Scheme (Results)

Summer 2016

Pearson Edexcel GCE Applied Business
(6921)

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Publications Code 6921_01_1606_MS

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
 - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
 - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
 - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

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

1 (a) Why would these examples of Manchester United's merchandise be a form of ambient advertising?		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1 MB2 = 1</p> <p>AO2 MB1 = 1 MB2 = 1 MB3 = 1</p>	<p>1 mark for a feature of ambient (maximum 2 marks)</p> <p>1 mark for how the merchandise would match this feature (maximum 2 marks)</p> <p>1 mark for why that would be advertising (maximum 2 marks)</p> <p>All parts must be covered for full marks</p> <p style="text-align: right;">(5 marks)</p>	<ul style="list-style-type: none"> • In people's environment – kits/fashion clothes will be worn as people walk around – they will be in other people's environments - these have the name and logo on them – will be seen as an advertisement for Man U. • Unusual form of promotion – the merchandise includes jewellery – unusual to have a football club logo on jewellery – will be something that stands out and so promotes the business – will advertise the business as people show off their jewellery.

1 (b) Other than providing promotion for the business, what would be the benefit to Manchester United of this merchandising?		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB2 = 1 MB3 = 1</p> <p>AO2 MB2 = 1</p>	<p>1 mark for benefit</p> <p>1 mark for why that would come from the merchandising (maximum 2 marks)</p> <p style="text-align: right;">(3 marks)</p>	<ul style="list-style-type: none"> • Additional revenue – the kits, etc, are being sold – this raises additional revenue for the business. • Attracts sponsors – the kit, etc, have the successful Man U brand – providers of the merchandise may be attracted to sponsor.

2 (a) How is Manchester United likely to use social media to promote the business?	
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AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1 MB2 = 1 MB3 = 1</p> <p>AO2 MB1 = 1</p> <p>AO3 MB1 = 1</p>	<p>1 mark for understanding of term (may be implied)</p> <p>1 mark for example of social media</p> <p>1 mark for how social media might be used for promotion (maximum 3 marks)</p> <p>(5 marks)</p>	<ul style="list-style-type: none"> Promotion using social interaction among people on the internet – Facebook – building up followers who read Man U communications – can provide followers with details about new merchandise for sale – promotion can then be passed on by followers to other potential targets. Social instrument of communication – Twitter – allows two-way communication – this makes people feel more involved in the communication – may pay more attention to what Man U is promoting.

2 (b) What would be the drawbacks to Manchester United of using social media for its non-UK target market?		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 3</p> <p>AO2 MB1 = 2 MB2 = 1</p>	<p>1 mark for drawback (maximum 2 marks)</p> <p>1 mark for why that would come from the target being non-UK (maximum 4 marks)</p> <p>Note maximum of 4 marks for dealing with just one drawback</p> <p>(6 marks)</p>	<ul style="list-style-type: none"> Different languages – not all targets will use English as their main language – this means communication will have to be in more than one language – there will be cost/time involved in setting up translations. Different currencies – many of the countries will not be using pounds – any references to costs of merchandising, tickets, etc., will need to be put into other currencies – For example, Man U will need to consider £ to € exchange rates when promoting merchandise.

	With reference to <u>Figure 2</u>, evaluate the benefits and drawbacks to Manchester United and its sponsors of the agreed deals.	
Q3	Indicative content	
<p>A01 MB2 = 1</p> <p>A02 MB2 = 1 MB3 = 1</p> <p>A03 MB1 = 2 MB2 = 1 MB3 = 1</p> <p>A04 MB1 = 2 MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> Donor business providing another business with cash or kind (1) – General Motors was sponsoring Man U (1) – General Motors agreed to pay Man U \$559 mil (2) – for this it would have the Chevrolet logo on Man U’s shirts (2) - this is a major benefit as it will be seen every time Man U plays matches (3) – as there are also many thousands of fans wearing replica shirt there will be very wide publicity for General Motors (4) – Man U will have its kit paid for by Adidas (2) – but has lost its sponsorship from Nike (2) – the Adidas deal will mean free kit for a record ten years (3) – Nike has a good reputation so loss of sponsorship might reflect badly on Man U (3) – For both General Motors and Adidas the sums of money spent are relatively small for such big companies (4) – the fact that Nike feel the cost is too high could suggest it thinks Man U is not worth sponsoring (4). 	
Level	Mark	Descriptor
0	0	No rewardable material
Level 1	1 – 2	Show understanding of the term and identify the parties involved from Figure 2. The candidate uses everyday language and the response lacks clarity and organisation and is difficult to comprehend. Spelling, punctuation and the rules of grammar are used with little accuracy.
Level 2	3 – 5	Provide basic benefits and drawbacks for Man U and the sponsors. Both sides of the sponsorship must be considered for full marks as well as benefits and drawbacks. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 3	6 – 8	There should be clear explanations as to why the benefits and drawbacks arise. For full marks there must be explanations of both benefits and drawbacks for the sponsor and Man U. The candidate uses some terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
Level 4	9 – 11	Candidates must be evaluating the benefits and drawbacks in terms of the impact that the sponsorship is likely to have considering the nature of both businesses. The candidate uses a range of appropriate terms and shows good focus and organisation. Spelling,

	punctuation and the rules of grammar are used with considerable accuracy.
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4 (a) Using suitable examples, show the difference between sales promotion and public relations.		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 2</p> <p>AO2 MB2 = 2</p>	<p>1 mark for meaning of sales promotion (may be implied)</p> <p>1 mark for example</p> <p>Repeat for public relations</p> <p>(1 + 1) x 2</p> <p>(4 marks)</p>	<p><u>Sales promotion</u></p> <ul style="list-style-type: none"> • Short-term tactic used to increase sales – discount vouchers to encourage future sales. • A free gift when you buy another product (2 marks – meaning implied). <p><u>Public relations</u></p> <ul style="list-style-type: none"> • Promoting goodwill between the business and the public – contributing to charity. • Creating a favourable image of the business – publishing the fact that the business uses ecologically friendly raw materials.

4(b) Discuss public relations promotional strategies that are likely to be successful for <i>Manchester United</i>.		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1 MB2 = 1</p> <p>AO3 MB1 = 1 MB2 = 1 MB3 = 1</p>	<p>1 mark for public relations exercise (maximum 2 marks)</p> <p>1 mark for why that would be successful for Man U (maximum 2 marks)</p> <p>1 mark why the public relations might not be successful</p> <p>(5 marks)</p>	<ul style="list-style-type: none"> • Support for young football talent with a skills challenge – opportunity to win a VIP trip to Old Trafford – will make the community feel the club is helping youngsters – youngster not winning the trip will be disappointed. • Exhibition games are played – many take place in countries where Man U would not normally play – allows fans to watch matches live and will feel Man U cares about them – not all countries will have exhibition game so those fans may feel ignored. • Support for the Cystic Fibrosis Trust – Man U provides funds to support this charity – contributions are seen to help people in need – people may feel that other trusts are more worthwhile.

AOs	Mark Allocation	Exemplar Responses
Q5	Outline two limitation of this promotional strategy	
A01 MB1 = 2 MB2 = 2	1 mark for each limitation 1 mark for why it comes from the strategy (1 + 1) x 2 (4 marks)	<ul style="list-style-type: none"> • In a café – customers may be more interested in the food and drink and not look at the paintings. • Will not be seen by many people – is only in one café. • In the Centre of Bristol – likely to be many other cafés there.

		Advise Karim which of these two methods of promotion would be most suitable for gaining new clients for his business.
Q6	Indicative content	
A01 MB1 = 1 A02 MB1 = 1 MB2 = 1 A03 MB1 = 2 MB2 = 1 MB3 = 1 A04 MB1 = 2 MB2 = 1 MB3 = 1	<ul style="list-style-type: none"> • Paper will be print media (1) – radio will be audio (1) – Karim’s work is visual (2) – examples would therefore be seen if placed in a paper but not on the radio (3) – Karim is looking for new clients (2) – local paper and radio are likely to have different target audiences (3) – both may be worth considering with additional research on the targets (4) – both Karim and his assistant have graphic design skills (2) – may feel more comfortable with creating/have the talents to create copy for print media (3) – the most suitable method is likely to depend on the potential clients (4) – the business has business and consumer customers and they may need different approaches (4)- this is a relatively new business (2) – relative costs need to be considered for each method (3) – the most suitable solution may be the one that can be regularly repeated (4). 	

Level	Mark	Descriptor
0	0	No rewardable material
Level 1	1 – 2	Basic characteristics, features, of the two promotional methods are given. The candidate uses everyday language and the response lacks clarity and organisation and is difficult to comprehend. Spelling, punctuation and the rules of grammar are used with little accuracy.
Level 2	3 – 5	Basic application of the characteristics, features, to the nature of the business. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.

Level 3	6 – 9	<p>Explanations of why the methods would or would not be suitable in terms of the nature of the business. Comparisons should be made.</p> <p>The candidate uses some terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
Level 4	10 – 11	<p>A well reasoned conclusion is given which considers other aspects of the promotional strategy such as clientele, the need for additional research, existing promotional strategies.</p> <p>The candidate uses a range of appropriate terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

AOs	Mark Allocation	Exemplar Responses
Q7	Examine if Karim should use an agency or create the website in-house.	
<p>AO1 MB3 = 2</p> <p>AO2 MB1 = 2 MB2 = 1 MB3 = 1</p>	<p>1 mark for feature of Karim’s business related to website (maximum 2 marks)</p> <p>1 mark for why that would/would not support agency/and Karim doing it himself (maximum 3 marks)</p> <p>1 mark for reasoned conclusion (maximum 3 marks) (2+3+1) or (2+2=2)</p> <p>(6 marks)</p>	<ul style="list-style-type: none"> • Karim and his assistant are trained in graphic design – should have little difficulty in producing their own design for a website – but they do not have experience of setting up and running a website – the agency will have experts in creating web pages and web management – the best option might be to use both set of skills – Karim creates the pages and the agency set up and manages the website.

8 (a)	State the specific brand image the business was trying to create.	
AOs	Mark Allocation	Exemplar Responses
A01 MB1 = 1	1 mark for the specific image (1 mark)	(Unilever's Dove product has been used as an example for Q8) <u>Name of business or product - Dove</u> <ul style="list-style-type: none"> The Dove campaign for real beauty. Dove supports women's own intrinsic beauty.

8 (b)	How did the business use promotional tools to achieve its objective of creating this specific brand image?	
AOs	Mark Allocation	Exemplar Responses
A01 MB1 = 1 MB2 = 1 A02 MB1 = 2 A03 MB1 = 1	1 mark for detail of the promotion (maximum 2 marks) 1 mark for how this supported the brand image (maximum 3 marks) (5 marks)	<ul style="list-style-type: none"> Adverts showed women of different sizes – this emphasised that size/body shape was not what created beauty – this showed that Dove targeted women irrespective of their looks – highlighting that Dove was suitable for all women. The 2007 campaign Beauty comes of Age – focused on attitudes to beauty as women grow older – showed women with features that come with 50+ age – emphasised they were still beautiful so would benefit from Dove products.

8 (c)	Why might this promotional campaign have been unsuccessful in creating the intended brand image?	
AOs	Mark Allocation	Exemplar Responses
A01 MB3 = 1 A02 MB2 = 1 MB3 = 2	1 mark for basic reason (maximum 2 marks) 1 mark for why that would make the campaign unsuccessful (maximum 3 marks) (4 marks)	<ul style="list-style-type: none"> Stereotypes are very difficult to change – many people have their own image of beauty and an advertising campaign is unlikely to change it much – over 90% of women over 50 thought people had a negative image of older women – this meant many would not believe what Dove was suggesting. Most women's beauty products use young slim models – this is the image that is the mainstream image of beauty – there is a great deal of competition – other businesses success in promoting the standard image will make Dove's campaign less likely to succeed.

9 (a) Which features of the catalogue help to attract customers' interest?		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1 MB2 = 1</p> <p>AO2 MB1 = 2</p>	<p>1 mark for feature (maximum 2 marks)</p> <p>1 mark for why that would capture interest (maximum 2 marks)</p> <p style="text-align: right;">(4 marks)</p>	<p>(Argos, has been taken as an example for Q9)</p> <p><u>Name of business – Argos</u></p> <ul style="list-style-type: none"> • All products have pictures and details – customers can see what the products look like – details of the main feature are given for customers to check before buying. • Around 18,000 items to choose from – customers will be able to find a very wide range of products – will not need to consider other stores for different products. • Different section of the catalogue are colour coded – makes it easier to find the section of interest – this is also backed up with a comprehensive index.

9 (b) Explain how the business kept the cost of the catalogue campaign low.		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1 MB2 = 1</p> <p>AO2 MB3 = 1</p> <p>AO3 MB2 = 2 MB3 = 1</p>	<p>1 mark for feature that kept cost low (maximum 3 marks)</p> <p>1 mark for why that kept costs (maximum 4 marks)</p> <p>(Maximum for just one feature 4 marks)</p> <p style="text-align: right;">(6 marks)</p>	<ul style="list-style-type: none"> • Catalogues available in store – interested customers can pick them up when in store – no delivery costs to people's homes – only delivery cost is to the stores. • Catalogue items can be checked on the website – this involves no printing costs – the same catalogue details will be seen by everyone accessing the website – there will only be the one set of costs involved in setting up the catalogue on the website. • Generally ten or more items featured on each page – limits the number of pages used – important when there are 18,000 items – will help to reduce printing costs.

10 (a) Describe the features of the television advertisement that would appeal to children.		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 3 MB2 = 1</p>	<p>1 mark for element of description (maximum 4 marks)</p> <p style="text-align: right;">(4 marks)</p>	<p>(Kellogg's Coco Pops has been taken as an example for Q10)</p> <p><u>Name of product – Coco Pops</u></p> <ul style="list-style-type: none"> • Use of jungle animals/animations appealing to young children watching children's TV which frequently involves animals/animations. • Catchy music used to attract their attention. • Used a story line to make children more interested. • Story line fairly simple so it is easy to follow. • Bright colours used which appeals to children.

10 (b) Explain why the production costs of the advertisement would be fairly high because of the use of moving image in this advertisement.		
AOs	Mark Allocation	Exemplar Responses
<p>AO3 MB1 = 1 MB2 = 1</p> <p>AO2 MB1 = 2 MB2 = 1 MB3 = 1</p>	<p>1 mark for moving image element (maximum 2 marks)</p> <p>1 mark for why that would make the cost fairly high (maximum 4 marks)</p> <p style="text-align: right;">(6 marks)</p>	<ul style="list-style-type: none"> • Moving image created with the use of cartoon – will need to be created with the use of many frames/digital production – will take quite a long time to create – will need to pay experts to create this at fairly high cost. • Story line needed to be reasonably long to get message over – this leads to a 30 second advertisement – costs are fairly high for showing an advertisement of this length – will also be shown at peak time as it is appealing to children of school age.

Total for Paper – 90 marks