



Pearson

Mark Scheme (Results)

Summer 2017

Pearson Edexcel GCE
In Applied Business (6921)

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

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

1(a)	Considering the market for price comparison websites, identify why the sponsorship of 'Coronation Street' was likely to be an effective form of promotion for <i>comparethemarket.com</i> .	
AOs	Mark Allocation	Exemplar Responses
<p>A02 MB1 = 1 MB2 = 1</p> <p>A03 MB1 = 1 MB2 = 1</p>	<p>1 mark for nature of the market</p> <p>1 mark for details of the business being sponsored (maximum 2 marks)</p> <p>1 mark for why that would help meet the market conditions (maximum 2 marks)</p> <p style="text-align: right;">(4 marks)</p>	<ul style="list-style-type: none"> • Very competitive – Coronation Street has over 9 million viewers per episode – gives the sponsor high exposure – will keep the name in the viewers mind compared to the competition. • There are a dozen major firms in the market – Coronation Street is shown five day a week every week – each time it is shown <i>comparethemarket.com</i> will be seen as the sponsor - will be seen sponsoring a successful TV programme and may be considered as better than the competition.

1 (b)	Explain one likely benefit for 'Coronation Street' of this sponsorship.	
AOs	Mark Allocation	Exemplar Responses
<p>A01 MB1 = 1 MB2 = 1</p> <p>A02 MB2 = 1</p>	<p>1 mark for benefit</p> <p>1 mark for why that would come from the sponsorship (maximum 2 marks)</p> <p style="text-align: right;">(3 marks)</p>	<ul style="list-style-type: none"> • Help to cover production costs/each episode costs about £150,000 – Will have received a payment from the sponsor – deal is likely to have been worth millions of pounds. • Good for the reputation of the programme – <i>comparethemarket.com</i> is a well-known business – the fact that it chose to sponsor the programme shows that it wants to be associated with the programme.

Q2	Assess the benefits, compared to the drawbacks, of using the meerkat campaign as a way of promoting <i>comparethemarket.com</i>.	
	Indicative content	
<p>A03 MB1 = 2 MB2 = 1 MB3 = 1</p> <p>A04 MB1 = 3 MB2 = 2 MB3 = 2</p>	<ul style="list-style-type: none"> More than a million toys were sold within one year (1) – this shows the campaign appealed to many customers (2) – will have helped to increase the brand image of the business (3) – meerkats did not have any direct relation to the business (1) – may have made the public more interested in the toys than the real business (2) – customers may have been confused as to which was the main website (3) – the meerkats were soft toys (1) – this would appeal to children but not so much to adults (2) – the main products relate to financial services, which the toys do not represent (3) – the success of the meerkat campaign may distract customers from the real objective of the promotion (4) – on the other hand the obvious appeal of the meerkats remains in peoples’ minds and so they think of the real website when they want price comparisons (4). 	
Level	Mark	Descriptor
0	0	No rewardable material
Level 1	1 – 3	Basic details selected from information provided which can be used to show benefits and drawbacks. Details for both must be selected for full marks. The candidate uses everyday language and the response lacks clarity and organisation and is difficult to comprehend. Spelling, punctuation and the rules of grammar are used with little accuracy.
Level 2	4 – 6	Basic reasons are given for why these would be benefits or drawbacks. Both must be considered for full marks. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 3	7 – 9	The assessment must show considerations of possible positive and negative effects not directly indicated in Figure 1. 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	10 – 11	Draw a reason conclusion and to whether the benefits do, do not, outweigh the drawbacks. 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.

3(a) How would each of the listed policies for <i>comparethemarket.com</i> website act as effective promotion for the business?		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB3 = 1</p> <p>AO3 MB1 = 2 MB2 = 2 MB3 = 1</p>	<p>1 mark for why the policy would appeal/be beneficial</p> <p>1 mark for why that would be effective promotion</p> <p>(Repeat for each policy)</p> <p>(1 + 1) x 3</p> <p>(6 marks)</p>	<ul style="list-style-type: none"> • <u>Junk email</u>: Most people object to receiving junk email – the policy states that emails will only be sent if requested. • <u>No hidden charges</u>: Most people do not want to find out that there are charges that they did not know about – guaranteeing this will make people trust the business. • <u>Best prices</u>: Customers want online websites that are easy to understand – this policy tells them that their inquiries will be easy to make.

3 (b) Why might the use of the website be a more effective way of promoting <i>comparethemarket.com</i> services than using television advertising?		
AOs	Mark Allocation	Exemplar Responses
<p>AO2 MB1 = 2 MB2 = 1 MB3 = 1</p>	<p>1 mark for positive feature of a website (maximum 2 marks)</p> <p>1 mark for why that would make it effective as promotion (maximum 2 marks)</p> <p>1 mark for why it would be more effective than using television advertising (maximum 2 marks)</p> <p>(Note all parts must be covered for full marks)</p> <p>(4 marks)</p>	<ul style="list-style-type: none"> • Website can store a great deal of data about products for sale – <i>comparethemarket.com</i> has a wide range of financial products on offer – television adverts are relatively short – television could only cover a few of the products. • It is fairly easy to order using a website – many people now order products online – products can be added to the purchase basket as different products are viewed – ordering from the television direct is often more difficult. • The website can be consulted 24 hours a day – this makes it convenient for customers – the television adverts only appear at certain time – could be missed by prospective customers.

4(a) Explain the importance of the ASA in terms of making advertising responsible.		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1 MB2 = 1</p> <p>AO2 MB1 = 1 MB2 = 1</p>	<p>1 mark for the role of the ASA (maximum 2 marks)</p> <p>1 mark for how that role protects the viewer/makes advertising responsible (maximum 3 marks)</p> <p style="text-align: right;">(4 marks)</p>	<ul style="list-style-type: none"> • Applies the advertising codes – these set out what is acceptable in an advertisement – advertisements that break the code are investigated – helps to ensure viewers are not offended by the way advertisements are presented. • Provide support to advertisers –helps to ensure their advertisements meet the standards – viewers will not have to see material that offends them – will help advertisers to get their message over rather than viewers being distracted by something they do not like.

4(b) State for each of these headings the main point that would be covered.		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 3 MB2 = 1 MB3 = 1</p>	<p>1 mark for statement of main point for each heading</p> <p>(1 x 5)</p> <p style="text-align: right;">(5 marks)</p>	<p><u>Ad</u></p> <ul style="list-style-type: none"> • Shows main detail(s) of what the advertisement was showing or was about. <p><u>Issue</u></p> <ul style="list-style-type: none"> • Outlines the reason why the advertisement was referred to the ASA. <p><u>Response</u></p> <ul style="list-style-type: none"> • Gives details of any response from the business responsible for the advertisement. <p><u>Assessment</u></p> <ul style="list-style-type: none"> • Outlines the assessment made by the ASA as to whether or not the advertisement broke the rules. • States if the action was upheld or rejected. <p><u>Action</u></p> <ul style="list-style-type: none"> • Outlines the action that the business must take in relation to the advertisement/complaint.

5	Why are Travis's methods of promotion examples of direct marketing?	
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1</p> <p>AO2 MB1 = 2</p>	<p>1 mark for understanding of the term (may be implied)</p> <p>1 mark for why these are examples of direct marketing (maximum 2 marks)</p> <p>(3 marks)</p>	<ul style="list-style-type: none"> Promoting direct to the consumer – leaflets are delivered to consumers doors – the beer mats were placed in pubs where darts players might go – word of mouth is passed from existing customers direct to potential customers.

Q6		Advise Travis as to which of his three main methods of promotion would be most effective for his business
Indicative content		
<p><u>AO1</u> MB1 = 1</p> <p><u>AO2</u> MB1 = 1 MB2 = 1</p> <p><u>AO3</u> MB1 = 2 MB2 = 1 MB3 = 1</p> <p><u>AO4</u> MB1 = 2 MB2 = 1 MB3 = 1</p>	<ul style="list-style-type: none"> Leaflets will be delivered to households (1) – this would reach a wide range of people (2) – they may not visit pubs or talk to people who have Travis’s dartboards (3) – would not therefore know about his business without leaflets (3). Word of mouth is trusted by people (1) – those talking about the dartboards know the quality of the boards as they have one (2) – the other methods rely of what is written on the leaflet or beer mat and may be less persuasive (3). The beer mats are in pubs (1) – this is where there may be a dartboard and where darts players may be (2) – many people think of leaflets as junk mail and may throw them away (3). <p><u>Conclusion</u></p> <ul style="list-style-type: none"> If new customers are wanted then leaflets are likely to reach more people and can be used (4) – they can also be used to target pub and sports centres where darts are played (4) – word of mouth will mean people who have used the dartboard will be promoting them so will be believed (4) – leaflets written by the business may not be believed and the beer mats will have very limited detail (4). 	
Level	Mark	Descriptor
0	0	No rewardable material
Level 1	1 – 3	Basic characteristics, features, of the three 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	4 – 6	Basic explanation of why characteristics, features would be positive or negative. 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	7 – 9	Explanations of why the methods would or would not be suitable in terms of the nature of the business. Comparisons should be made. 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	10 – 11	A well-reasoned conclusion as to which of the methods would be most effective, showing why the other methods would not be as effective in the context of his business.

		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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7(a)	Which aspects of radio advertising could Travis use that will catch the target market's interest?	
AOs	Mark Allocation	Exemplar Response
<p>AO1 MB1 - 2</p> <p>AO2 MB1 = 1 MB2 = 1 MB3 = 1</p>	<p>1 mark for aspect (maximum 2 marks)</p> <p>1 mark for how this would capture interest (maximum 2 marks)</p> <p>1 mark for why it would be appropriate for the target market (maximum 2 marks)</p> <p>(5 marks)</p>	<ul style="list-style-type: none"> • Use a catchy jingle – this will stick in people minds so remember the advertisement/name when thinking about buying a dartboard – use a theme such as 'chase the sun', which will be recognised by darts players. • Use a well-known darts player to promote the product – if the person is recognised people will be more likely to listen to what is being said – because this person is well known as a darts player, potential customers will be more likely to respect his endorsement.

7(b)	Why might the costs of producing an effective, interesting local radio advertisement be high?	
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1 MB2 = 1</p> <p>AO2 MB3 = 2</p>	<p>1 mark for significant cost (maximum 2 marks)</p> <p>1 mark for why that would be high to make it effective or interesting (maximum 3 marks)</p> <p>(4 marks)</p>	<ul style="list-style-type: none"> • Recruiting a well-known person – they may expect to be paid well for appearing – without a well-known person the target market may not bother listening to what is being said. • Creating a catchy jingle may require experts – Travis himself is unlikely to have the knowledge and skills to produce the jingle – an agency is likely to be expensive if the jingle is going to be effective.

8(a) How did the business try to ensure that its advertisement stood out compared to the other advertisements in the free paper?		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 2 MB2 = 1</p> <p>AO2 MB1 = 2</p>	<p>1 mark for detail of the advertisement that would make it stand out (maximum 2 marks)</p> <p>1 mark for how this made it stand out compared to the other advertisements (maximum 3 marks)</p> <p style="text-align: right;">(5 marks)</p>	<p>(<i>Super Strong Sheds</i>, has been taken as an example for Q8)</p> <p><u>Name of business – <i>Super Strong Sheds</i></u></p> <p><u>Name of the free paper – The Monthly Advertiser.</u></p> <ul style="list-style-type: none"> • The advertisement was repeated three times in the paper – this meant people would see it as they scanned through the paper – competitive businesses only put one advertisement into the paper. • The advertisement used a picture of the shed – this made it clear what the business was selling – some competitors had no pictures. • The main features of the sheds were listed – the range of sheds were outlined – other businesses only gave details of their name and contact details – interested customers were given more information about the business than competitor businesses.

8(b) Why might the advertisement have been ineffective despite its attempts to stand out compared to the business's competitors?		
AOs	Mark Allocation	Exemplar Responses
<p>AO1 MB1 = 1 MB2 = 1 MB3 = 1</p> <p>AO2 MB2 = 2</p>	<p>1 mark for basic reason (maximum 2 marks)</p> <p>1 mark for why that would make the campaign unsuccessful (maximum 3 marks)</p> <p style="text-align: right;">(5 marks)</p>	<ul style="list-style-type: none"> • It was in black and white – other advertisements were in colour – this made <i>Super Strong Sheds'</i> advertisement less noticeable. • The advertisement was only a twentieth of a page – one direct competitor had a half page advertisement – could show numerous sheds in that advertisement – made the original advertisement look less professional. • Was placed in a free paper delivered to homes – many people see these papers as junk mail – may be thrown away without being looked at – the advertisement will then have been a waste of money.

9(a)	State the business objective the promotion was designed to achieve.	
AOs	Mark Allocation	Exemplar Responses
AO1 MB1 = 1	1 mark for objective (1 mark)	(<i>Lineham Farm</i> , has been taken as an example for Q9) <u>Name of business – <i>Lineham Farm</i></u> <ul style="list-style-type: none"> To raise donations for Lineham Farm Children’s Centre.

9(b)	Explain how the business used promotion to achieve the stated business objective.	
AOs	Mark Allocation	Exemplar Responses
AO1 MB2 = 1 MB3 = 1 AO2 MB1 = 1 MB2 = 1 MB3 = 1	1 mark for details of the promotion (maximum 2 marks) 1 mark for how this meet the stated objective (maximum 4 marks) (5 marks)	<ul style="list-style-type: none"> Launched the Eccup Beer Festival – promoted this using the charity’s colour schemes – helped to attract a new range of visitors to the Farm – using the colours reminded people of the charity – encouraged individuals and businesses to donate to the Children’s Centre – the business raised the required donations.

9(c)	To what extent was this promotion effective?	
AOs	Mark Allocation	Exemplar Responses
AO1 MB2 = 1 MB3 = 1 AO2 MB1 = 1 AO4 MB1 = 1	1 mark for detail of effectiveness/ ineffectiveness (maximum 2 marks) 1 mark for extent of effectiveness/ ineffectiveness (maximum 3 marks) (4 marks)	<ul style="list-style-type: none"> 24 new sponsors were attracted - £5,600 was raised – this was 60% above the target – however the charity needed to raise £100,000 to keep the project running so this is a relatively small amount.

10(c)	Analyse a negative aspect of this product placement in terms of it effectively promoting the product.	
AOs	Mark Allocation	Exemplar Responses
<p><u>AO1</u> MB2 = 1</p> <p><u>AO3</u> MB3 = 1</p> <p><u>AO4</u> MB1 = 1 MB2 = 1</p>	<p>1 mark for aspect</p> <p>1 mark for why that would be negative for the promotion (maximum 2 marks)</p> <p>1 mark for why it may not have been a problem</p> <p style="text-align: right;">(4 marks)</p>	<ul style="list-style-type: none"> • The cars are only seen for just over two minutes – that is not long enough to see any major features of the car – viewers may not notice that the cars are Acura cars – however there will be the effect of subliminal advertising. • The film is a fantasy film – the cars are fitted with additional feature not found on standard Acura vehicles – viewer may think the cars are also fictional and not see them as something they could buy – but many people will realise that the special features are only there for the film.

