

# Pearson LCCI

## Certificate in Advertising (VRQ)

### Level 3

Sample assessment material for first teaching  
from September 2013

**Time: 3 hours**

Paper Reference

**ASE20089**

Complete the details below in block capitals.

Candidate name

Centre Code

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Candidate Number

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Candidate ID Number

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Total Marks

**You do not need any other materials.**

### Instructions

- Use **black** ink or ball-point pen  
– pencil can only be used for graphs, charts, diagrams etc.
- Fill in the boxes at the top of this page with your name, candidate number, centre code and your candidate ID number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– there may be more space than you need.

### Information

- The total mark for this paper is 100.
- There are 5 questions in this question paper.
- The marks for **each** question are shown in brackets.  
– use this as a guide as to how much time to spend on each question.
- You may use an English or bilingual dictionary.

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question
- Check your answers if you have time at the end.

Turn over ►

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(b) Prepare separately the creative **layout** for the advertisement you have written, ready for the printer. You should indicate how headlines, sub-headlines, copy and any graphic elements, such as logotypes will be displayed. You must also indicate the fonts and type-sizes that are to be used.

(10)

Area with horizontal dotted lines for writing the creative layout.

(Total for Question 1 = 20 marks)

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2 You have recently been employed as the advertising executive at Troid Ltd., a company that manufactures branded laundry and cleaning products. Over the past two years the company has made significantly lower profits than in previous years, mainly due to an economic recession.

Your first task in your new role is to manage the promotional launch of the company's new household cleaning powder. You are planning to implement an integrated marketing communications approach. However, your colleagues have informed you that there may not be enough money in the budget to do this as the company uses the residual method in determining the advertising budget.

The company appears to have never carried out any advertising planning. Therefore, you decide to raise this issue with Martin Green, who is the marketing manager.

Write an **email** to Martin Green, (martingreen@troid.com) in which you:

- (a) explain the importance of advertising planning (4)
- (b) describe the information that you would include in the media strategy and tactics section of an advertising plan (4)
- (c) discuss whether the residual method of setting an advertising budget is an effective method to use in Troid's current situation (4)
- (d) describe the role of the media department when preparing an advertising campaign for the new household cleaning powder. The campaign will use both traditional and new media. (6)

(Candidates are awarded 2 marks for correct email format.)

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Handwriting practice area with 20 horizontal dotted lines.

**(Total for Question 2 = 20 marks)**



**3** Burden is a new non-profit retail organisation for homeless people. It has opened a number of shops selling new products such as cane furniture from Thailand and Vietnam. The new managing director has previous practical experience of using advertising agencies. However, her experience is from having worked in the commercial sector.

The organisation needs advice on how to promote itself and advertise its services for the first advertising campaign. You work as a consultant and have been asked to advise the managing director.

(a) Explain how advertising can be used by non-profit organisations, such as Burden.

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(b) Explain how current trends in shopping habits have changed the way many retailers now advertise.

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(c) (i) Explain what is meant by **pretesting** advertising campaigns.

(2)

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(ii) State **two** reasons why Burden should pre-test their advertising campaign.

(2)

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**(Total for Question 3 = 20 marks)**

**4** (a) Explain how **each** of the following, obtained from media research, can be used to improve the effectiveness of advertising when using a **printed** medium.

(i) Coverage

(2)

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(ii) Frequency

(2)

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(b) Describe the information obtained from media research that would be helpful to an advertiser when selecting a radio station for a campaign.

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(c) Discuss the impact that media fragmentation is having on the selection of media.

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**(Total for Question 4 = 20 marks)**

5 (a) Explain how the advertiser and the advertising agency are both affected by statutory controls when planning an advertising campaign.

(10)

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(b) Define what is meant by **copyright**.

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(c) Discuss how copyright can impact on advertisers and advertising agencies when planning an advertising campaign.

(8)

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**(Total for Question 5 = 20 marks)**

**TOTAL FOR PAPER = 100 MARKS**

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