

**GCE Applied Business (8616/9)  
Unit 10: Promotional Activities (BS10)**

Centre name: .....

Centre no:

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Candidate name: .....

Candidate no:

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*This side is to be completed by the candidate*

**Sources of advice and information**

1. Have you received any help or information from anyone other than your subject teacher(s) in the production of this work? (Write YES or NO) .....
2. If you have answered YES, give details. Continue on a separate sheet if necessary.  
.....  
.....
3. If you have used any books, information leaflets or other materials (e.g. videos, software packages or information from the Internet) to help you complete this work, you must list these below, unless they are clearly acknowledged in the work itself. Continue on a separate sheet if necessary. To present material copied from books or other sources without acknowledgement will be regarded as deliberate deception.  
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.....

**NOTICE TO CANDIDATE**

The work you submit for assessment must be your own.

If you copy from someone else or allow another candidate to copy from you, or if you cheat in any other way, you may be disqualified from at least the subject concerned.

**Declaration by candidate**

I have read and understood the Notice to Candidate (above). I have produced the attached work without any help apart from that which is acceptable under the scheme of assessment.

As part of AQA's commitment to assist students, AQA may make your coursework available on a strictly anonymous basis to teachers, examining staff and students in paper form or electronically, through the Internet or other means, for the purpose of indicating a typical mark or for other educational purposes. In the unlikely event that your coursework is made available for the purposes stated above, you may object to this at any time and we will remove the work on reasonable notice. If you have any concerns, please contact AQA.

Candidate's signature: .....

Date: .....

*This form should be completed and attached to the candidate's work and retained at the Centre or sent to the moderator as required.*

PTO

*This side is to be completed by the teacher*

Please complete the boxes to show the marks awarded and add any concluding comments which seem appropriate in the spaces below.

### Unit 10: Promotional Activities

Candidate name: .....

You need to produce a plan of a promotion campaign, working within an allocated budget, for a new or existing business, which:

- A. Explains the main objectives of the promotion campaign, the range of promotional activities available to the business and the characteristics of the targeted customers. **(A01)**
- B. Explains how the campaign's promotional mix and timings and costs of promotional activities are designed to achieve the campaign's objectives. **(A02)**
- C. Analyses the following research to develop the campaign plan: customer attitudes; the AIDA model; available business resources. **(A03)**
- D. Evaluates the suitability of the campaign's promotional mix, based on an assessment of: the ability of the campaign to achieve its objectives; customer attitudes; the cost of the promotional activities compared with available resources. **(A04)**

Assessment criteria	Maximum mark	Mark awarded
A01	16	
A02	22	
A03	14	
A04	18	
<b>Total</b>	<b>70</b>	

Concluding comments

Details of additional assistance given (if any)

Record here details of any assistance given to this candidate which is beyond that given to the class as a whole and beyond that described in the specification. Continue on a separate sheet if necessary.

Declaration by teacher

I confirm that the candidate's work was conducted under the conditions laid out by the specification.

I have authenticated the candidate's work and am satisfied that to the best of my knowledge the work produced is solely that of the candidate.

Teacher's signature: .....

Date: .....