

Mark Scheme (Results)

January 2010

GCE

GCE Travel and Tourism (6996/01)

Unit 10: Promotion and Sales in Travel & Tourism

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Assessment Objectives

There are four assessment objectives for GCE in Travel and Tourism. They detail the knowledge, skills and understanding that the learner is required to demonstrate.

For this qualification, assessment objective descriptions and the weightings for each assessment objective are given below.

AO1	Demonstration of knowledge, understanding and skills Candidates demonstrate knowledge and understanding of the specified content, and of related skills in vocationally-related contexts.
AO2	Application of knowledge, understanding and skills Candidates apply knowledge and understanding of the specified content, and of related skills in vocationally-related contexts.
AO3	Research and analysis Candidates use appropriate research techniques to obtain information to analyse vocationally-related issues and problems.
AO4	Evaluations Candidates evaluate information to make judgements, draw conclusions and make recommendations about vocationally-related issues and problems.

Unit	AO1	AO2	AO3	AO4
1	25-30%	25-30%	20-25%	20-25%
2	30%	25%	25%	20%
3	30%	25%	25%	20%
4	30%	25%	25%	20%
5	25-30%	25-30%	20-25%	20-25%
6	30%	30%	20%	20%
7	20-25%	20-25%	25-30%	25-30%
8	20%	25%	30%	25%
9	20%	25%	25%	30%
10	20-25%	20-25%	25-30%	25-30%
11	20%	25%	25%	30%
12	20%	25%	25%	30%

Question	Example Answer	Mark Allocation
1(a)(i) AO1	<p>Up to 2 marks available for description. Max 1 mark for example. If not referring to meeting the needs/wants of customers max 1 mark</p> <p>E.g.</p> <ul style="list-style-type: none"> the seller tells the customer what the product has that they think will attract the customer and how these help the product to meet the needs of the customer (1). What is good for the customer from their perspective (1). 	(2)
1(a)(ii) AO1	<p>Up to 2 marks available for description. Max 1 mark for example.</p> <p>E.g.</p> <ul style="list-style-type: none"> the seller must know the product so that if the customer is not sure about anything and raises possible problems with the product (1) the seller can minimise these in terms of meeting the customer's needs (1). 	(2)
1(a)(iii) AO1	<p>Up to 2 marks available for description. Max 1 mark for example.</p> <p>E.g.</p> <ul style="list-style-type: none"> after-sales service is when the seller contacts the customer or arranges something for the customer after the sales process has finished (1). This could be arranging flowers in the bedroom when the customer arrives at their hotel (1). 	(2)
1(b)(i) AO2	<p>One mark available for the identification of each skill/quality and up to two marks available for the explanation. Skills identified should be different for each customer type.</p> <p>E.g.</p> <ul style="list-style-type: none"> skill/quality: good communication skills (1) explanation: firstly listening so she clearly understands (1) why they are nervous then speaking so she can make suggestions (1) about products/services available to help them with the children skill/quality: good questioning skills (1) explanation: to fully identify the customer needs and to ensure all of these are met. 	(3)

Question	Example Answer	Mark Allocation
<p>1(b)(ii)</p> <p>AO2</p>	<p>One mark available for the identification of each skill/quality and up to two marks available for the explanation. Skills identified should be different for each customer type.</p> <p>E.g.</p> <ul style="list-style-type: none"> • skill/quality: good product knowledge (1) explanation: So Reena can quickly identify a suitable product for this experienced traveller (1) and not waste time explaining cruise terms when the lady already knows so much (1) • skill/quality: good IT skills (1) explanation: so Reena can quickly book a suitable cruise as the customer knows what she wants and really needs Reena’s booking skills (1). 	<p>(3)</p>
<p>1(c)</p> <p>AO2</p>	<p>1 mark for each feature identified (these must be different) and up to 2 marks available for explanation relating to the identified need.</p> <p>Examples of features</p> <ul style="list-style-type: none"> • private security channel (1) • beds/luxury leather seats(1) • bar(1) • clubhouse (1). <p>E.g.</p> <ul style="list-style-type: none"> • private security channel (1). This means that instead of queuing with other passengers at Heathrow there is a special Virgin Atlantic security check (1) which is very quick meaning hassle-free check in for the couple (1) • beds/luxury leather seats (1). the seats convert to flat beds (1) so the couple can have a restful luxurious night and arrive refreshed (1). 	<p>(6)</p>
Total for Question 1		18 marks

Question	Example Answer	Mark Allocation
<p>2(a)</p> <p>AO1</p>	<p>Up to 2 marks available for each explanation.</p> <p>E.g. - advantage</p> <ul style="list-style-type: none"> • secondary market research is usually cheaper to undertake (1) as it is often computer based or involves reading journals rather than going out individually or as a team and conducting the research yourself by interviewing customers which is timely and expensive (1). <p>E.g. - disadvantage</p> <ul style="list-style-type: none"> • secondary research can be out of date (1) as it involves looking at older figures already gathered perhaps for other research (1). 	<p>(4)</p>
<p>2(b)</p> <p>AO3</p>	<p>Up to 12 marks available: 3 for each P relating to the objectives. Maximum 1 mark for each P for description with no explanation. Maximum 4 marks in total if not referring to the objectives.</p> <p>E.g. - Place</p> <ul style="list-style-type: none"> • the situation of the park is excellent because it is so close to major motorways (1) and Birmingham airport; allowing many people from across the country easy access all year round (1). Birmingham itself is a large city with many people likely to visit (1). <p>E.g. -Product</p> <ul style="list-style-type: none"> • although the big cats are attractive there is nothing there to encourage people who might come in the winter (1) such as an education centre to help schoolchildren and other groups (1) who might come out of the current opening season (1). <p>E.g. -Price</p> <ul style="list-style-type: none"> • this does not work at extending the season because there is one price (1) regardless of whether the park is busy or not (1) and no incentive to come when the park is quiet (1). <p>E.g. - Promotion</p> <ul style="list-style-type: none"> • the local advertising is good at attracting local people (1) who may come out of season (1) but there is nothing to encourage school groups at all (1). 	<p>(12)</p>

Question	Example Answer	Mark Allocation
2(c) AO4	<p>1 mark for each suggestion and up to 2 marks available for each justification. Suggestions must be realistic. Don't award for products.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Suggestion: send direct mail shots to regional school (1) Justification: this would make schools think about Melrose Animal Park (1) and would let them know the Park wants schoolchildren to come (1) • Suggestion: send a press release about a school trip to the local paper (1) Justification: it could be free and both children and teachers would see it (1) encouraging children to ask to go too (1). 	(6)
Total for Question 2		22 marks

Question	Example Answer	Mark Allocation
<p>3(a)</p> <p>AO4</p>	<p>Up to 2 marks available for each suggestion. Up to 2 marks available for each justification. The two suggestions and justifications must be different otherwise they will only be credited once.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Suggestion: Jetaway Tours could advertise their cheapest properties in a national paper (1) Justification: because these look affordable(1) which will attract families looking for bargains (1) • Suggestion: the tour operator could use the technique of sales promotion (1) with an offer such as one weeks accommodation free if you pay for another week (1) if booked by tomorrow Justification: in a bad economic climate people look much more carefully at the money they are spending and are very tempted by value for money(1). This offer gives them free accommodation which will catch the customers eye and the fact that the offer is limited (1) will mean they are more likely to take action and book (1). 	<p>(8)</p>
<p>3(b)</p> <p>AO1</p>	<p>Up to 2 marks available for each description.</p> <p>E.g.</p> <ul style="list-style-type: none"> • growth of the internet means more organisations promote themselves via websites (1). Some of these have virtual tours where a customer can see, through moving images, exactly what a hotel will look like (1) • technology means it is easier to store data. So organisations now hold peoples' names, addresses, ages, last holiday details (1). They can send product information direct to their home address (1) • growth of mobile phones and computers (1) means more organisations can send messages(1) direct to customers (1) • videos and e-brochures can now be produced (1) offering customers a much better picture (1) of what they are thinking of buying (1). 	<p>(4)</p>
<p>Total for Question 3</p>		<p>12 marks</p>

Question	Example Answer	Mark Allocation
<p>4(a)</p> <p>AO1</p>	<p>Up to 2 marks available for each technique described. Maximum of 1 mark for examples in each case.</p> <p>E.g. - Sponsorship.</p> <ul style="list-style-type: none"> • this is a mutually beneficial promotion (1) whereby one organisation pays another to advertise its products (1) <p>E.g. - Sales Promotion</p> <ul style="list-style-type: none"> • this is short term promotion (1) where an organisation will offer an added incentive for customers to buy their product (1). E.g. a discount <p>E.g. - Public relations</p> <ul style="list-style-type: none"> • maintaining good will and understanding between an organisation and the public (1). E.g. a press release (1) 	<p>(6)</p>
<p>4(b)</p> <p>AO2</p>	<p>1 Mark available for a suitable target market e.g family with pre-school children. Whether the target group is suitable may depend on the explanation provided. Up to 3 marks available for an explanation. Maximum 2 marks for description.</p> <p>E.g.</p> <ul style="list-style-type: none"> • target market: Families with small children (1) explanation: Families have a variety of needs such as time for grown ups and entertainment for children (1). This hotel provides for all such as a crèche and nannies (1) to entertain and baby sit (1). High Teas especially for the small children because it is served at 5pm (1) <p>Please credit other appropriate responses.</p>	<p>(4)</p>

Question	Example Answer	Mark Allocation
4(c)(i) AO2	1 mark available for suitable promotional material E.g. poster/leaflet/web page/online pop-up/newspaper advert etc	(1)
4(c)(ii) AO3	Up to 3 marks available for explanation of why this material would be effective. Maximum 2 marks for description. E.g. - advert in quality Sunday Travel supplement <ul style="list-style-type: none"> • these papers tend to be read by parents who have enough money to go on breaks (1) and therefore would want quality accommodation (1). 	(3)
4(c)(iii) AO3 (8) AO4 (4)	12 marks available. 3 areas to be covered. Up to 4 marks available in each area. Target market: clear link to the target market stated Information: company name, location, facilities, contact details Presentation: use of logo/slogan, appropriate pictures and language	(12)
Total for Question 4		26 marks

Question	Example Answer	Mark Allocation
5(a) A03	<p>Up to 6 marks available for a description of a promotional campaign.</p> <p>Up to 2 marks available for description of materials.</p> <p>Up to 2 marks available for description of where the promotional campaign was placed.</p> <p>Up to 2 marks available for description of the variety of promotional techniques used in the campaign.</p> <p>Maximum 2 marks if not a promotional campaign.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Alton Towers had a leaflet about the start of the new season(1) plus a TV advert giving details of dates(1). The leaflet was sent out to past customers (1) and the TV advert was shown on regional television close to Alton Towers(1). So two promotional techniques were used in the campaign, direct marketing and advertising (1). 	(6)

Question Number		Indicative Content
5(b) A04		Likely themes in responses; <ul style="list-style-type: none"> • Promotional material content • Promotional material placement • Number of people who would see the campaign • Types of people who would see the campaign • Types of promotional techniques used and their relevance for the campaign.
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3 marks	Basic responses that are mainly theoretical/descriptive. Possible limited reasoning/application
Level 2	4-6 marks	Responses with some assessment/application. Responses may have either clear application and some assessment or some application and clear assessment. The assessment used can be of the materials used and/or their placement.
Level 3	7-8 marks	Focused responses with sustained assessment and application. The assessment will look at techniques, materials and placement
Total for Question 5		12 marks
TOTAL FOR PAPER: 90 MARKS		

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