

Answer ALL the questions. Write your answers in the spaces provided.

1. This question is about the sales process and buyer behaviour.

There are a number of stages involved in the sales process.

Two of the stages are:

- outlining features and benefits
- overcoming objections.

(a) Describe these **two** stages.

(i) Outlining features and benefits
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(2)

(ii) Overcoming objections
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(2)

Use the following information to answer Questions 1(b) and 1(c).

This morning, Shabina, a travel clerk in a large multiple agency, served two different types of customer, face to face.

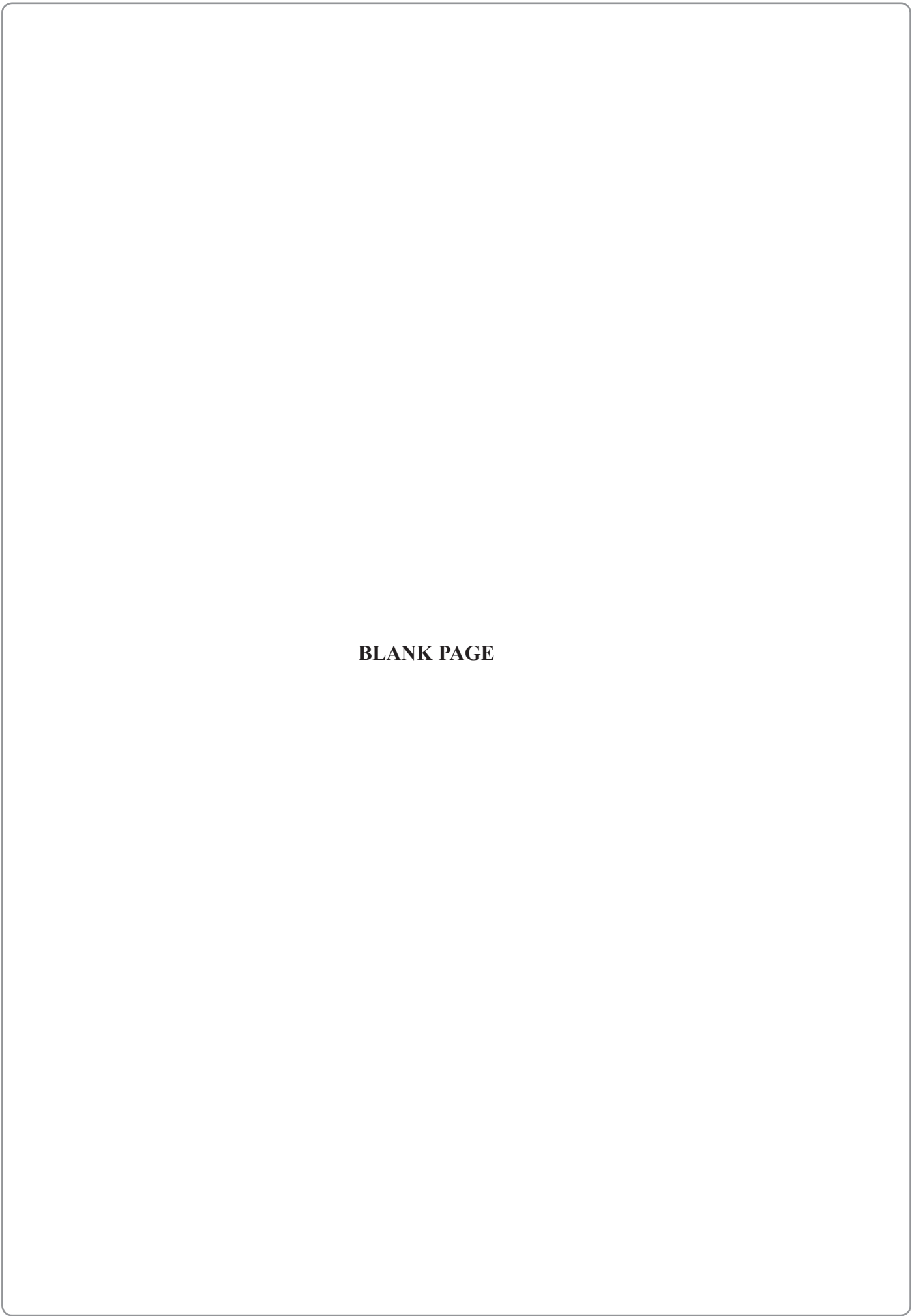
The first customer type was a business man who urgently required a first class seat on a flight to New York.

The second customer type was a retired couple. Mr and Mrs Appleby wanted to celebrate their wedding anniversary in a European city where there is plenty to see and do. They were unsure of which destination would suit them.



(b) Identify and explain one skill/quality Shabina could use for each customer type to effectively meet their needs. You must identify a different skill/quality for each customer type and explain why it would be effective. (i) Business man Identify skill/quality Explanation (3) (ii) Retired couple Identify skill/quality Explanation (3) (c) Identify the stage in the sales process that is described in each of the following scenarios. (i) Having looked at a variety of different destinations and hotels, Mr and Mrs Appleby decided the Arts Hotel in Barcelona was beautiful, they agreed dates and they were excited by the brochure pictures. Shabina switched to the booking form screen on the computer. (1) (ii) The day before Mr and Mrs Appleby were due to arrive at the hotel, Shabina arranged for some flowers to be in their bedroom on arrival. (1) (Total 12 marks)	Leave blank Q1 3
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2. 'Socio-economic groups' is one way of market segmentation.

(a) State **two** other ways used to segment the market.

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2 **(2)**

(b) Explain why organisation(s) use 'socio-economic groups' to segment their market when developing promotional campaigns and materials.

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(Total 8 marks)

Q2

Turn over



Use the following information to answer Question 3.

Place

Getaway Airlines is currently based at Birmingham Airport. It operates flights from Birmingham and Stansted. Getaway Airlines plans to start operating flights from Manchester in June 2009.

Getaway Airlines operates flights to Istanbul, Marrakech, Antigua and Kenya.

Product

Getaway Airlines is seen as a quality brand. It has its own terminal for check-in at each airport, allowing check-in times and security queues to be greatly reduced. All seats give plenty of leg room. On-board entertainment consists of the latest games and films. The catering is well known for being excellent. Customers receive free champagne as they board the plane and there is a choice of menu.

Price

Getaway Airlines offers a quality service. The airline does not offer the cheapest fares, but charges a similar price to that of business class offered by larger airlines, such as British Airways.

Promotion

Getaway Airlines has a frequent flyer programme where customers collect points each time they fly and can use these to reduce the cost of future flights.

Other promotional activities the airline uses are adverts in newspapers, magazines and displays at trade exhibitions.



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One of Getaway Airlines' marketing objectives for 2009 is:

- to carry 100,000 passengers on the new flights from Manchester.

3. (a) Explain how **two** different forms of promotion could be used to achieve this objective.

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(3)



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(b) Two other objectives Getaway Airlines has for 2009 are to:

- increase repeat business by 10%
- sell 5000 seats to a tour operator specialising in wedding and honeymoon packages.

Explain how some or all of the airlines’ current products, price, place and promotion could work together to meet these objectives.

(i) To increase repeat business by 10%.

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(6)



(ii) To sell 5000 seats to a tour operator specialising in wedding and honeymoon packages.

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(c) Getaway Airlines wants to investigate how well its promotional activities work. The market research team is considering two different methods: • postal questionnaires to past customers • analysis of sales figures. Assess these two market research methods as a way of measuring the effectiveness of promotional activities. (i) Postal questionnaires to past customers. (3) (ii) Analysis of sales figures. (3) (Total 24 marks)	Leave blank Q3 <table><tr><td></td><td></td></tr></table>		



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4. There are many different promotional techniques that travel and tourism organisations use.

(a) Describe each of the following promotional techniques.

(i) Sales promotions

(2)

(ii) Public relations

(2)

(iii) Direct marketing

(2)

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12

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(b) Stowe Gardens, a National Trust property, is planning an Easter Egg Hunt event for families with small children on Easter Monday. It will be sponsored by a local independent chocolate maker called ‘Choc-o-holics’.

In the space below, design a leaflet to promote this event to families. Use the information given and add any other information you think important.

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(8)



H 3 4 6 7 3 A 0 1 3 2 0

3.5 million times

- 🌱 Open up John Lennon and Paul McCartney's childhood homes
- 🌱 Pioneer renewable energy technologies across the country
- 🌱 Restore a masterpiece by Guido Reni at Kingston Lacy
- 🌱 Halt the grazing, burning and draining that threatens to destroy the carbon-rich peatlands of the Peak District

- Please join us and help continue the fantastic work, visit www.nationaltrust.org.uk or call 0870 458 4000. Thank you**



(c) The National Trust placed this advertisement in The Daily Telegraph to thank and inform current National Trust members.

Evaluate The National Trust's use of this advert in a national newspaper to communicate with its members.

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Q4

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Use the following information to answer Question 5.

The Maupassant Hotel Group has a number of small 4* hotels in city centre locations across the UK. Its target market is couples aged over 30 in the AB socio-economic group. It is opening a new hotel in York this summer and is considering using a range of techniques to promote this.

Advertising

National Sunday Newspaper	½ page	£3500
Regional Yorkshire paper	¼ page	£500

Direct marketing

Letter to existing customers. Materials and postage 50p per letter.

Sales promotion

25% off room cost in first two weeks of opening.
Normal room cost £200. Cost to hotel £50 per room.

Display

Display stand at World Travel Market	£8000 per event
Display at local holiday exhibitions across the UK	£500 per event



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5. (a) Produce a promotional plan for the launch of the new Maupassant Hotel in York. You have a maximum budget of £20,000.

Your plan must include:

- a description of the activities to be undertaken
- a breakdown of the budget required to implement your proposals.

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6. (a) Describe **one** promotional campaign undertaken by a travel and tourism organisation you have studied. You should include:

- promotional techniques used during the campaign
- promotional material used during the campaign
- where and when the promotional material was used during the campaign.

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(6)

Turn over for Question 6(b)



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(b) Assess the effectiveness of the promotional campaign you have described in 6(a).

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(6)

Q6

(Total 12 marks)

TOTAL FOR PAPER: 90 MARKS

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