

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Advanced

Unit 10: Promotion and Sales in Travel and Tourism

Monday 24 January 2011 – Morning

Time: 1 hour 30 minutes

Paper Reference

6996/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate 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 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 3(b) and 6(b). These questions are indicated with an **asterisk** (*)
– *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

Advice

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

Turn over ►

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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. Three of the stages are:

- overcoming objections
- closing a sale
- after-sales service.

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

(i) Overcoming objections

(2)

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(ii) Closing a sale

(2)

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(iii) After-sales service

(2)

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Use the following information to answer Question 1(b).

Amit works in the ticket sales office at Gatwick airport. This ticket sales office sells air tickets for many different airlines as well as resolving different problems passengers may experience. One morning Amit serves two different types of customers.

The first customer is a young woman from Greece who has missed her flight to Athens. She is very upset, cannot speak much English and needs to book a new flight.

The second customer is a journalist who needs to fly out to Miami immediately because a hurricane has hit the area and she has to cover the story. Ticket cost is not a problem.

(b) Identify a skill/quality Amit will need for each situation. Explain why this skill/quality is required to deal effectively with each situation. You must identify a **different** skill/quality for each situation.

(i) The young Greek woman

Identify skill/quality

(1)

Explanation

(2)

(ii) The journalist

Identify skill/quality

(1)

Explanation

(2)

(Total for Question 1 = 12 marks)



Read the following information before answering Question 2.

Links Railway is a fictitious organisation.

Links Railway has won a contract to run trains between Devon and London. Links Railway is a new organisation and it will be competing with a major intercity rail company specialising in high speed connections between London and Exeter, a distance of 147 miles, and London and Plymouth in Devon, a distance of 183 miles.

Links Railway will not be as fast as its competitor so will need to compete in a different way. It has decided it could become either a **budget** train service offering a 'no frills' service, or a premier class railway offering a **luxury** experience service. This will include porters to help with luggage, pre-booked seats, a full entertainment programme similar to airlines, and a meal included in the ticket price.

2 (a) (i) Describe **two** methods of market research you think Links Railway should undertake before deciding which type of service to offer.

(4)

Method 1

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Method 2

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(ii) Choose **one** of the market research methods you have described in 2(a)(i) and analyse the advantages and disadvantages to Links Railway of using this method.

(6)

Chosen method:

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(Total for Question 2 = 10 marks)



Read the following extract before answering Question 3(a).

The A380 is a new aeroplane offering the ability to fly more passengers in more spacious conditions at less cost, due to technological developments in aeroplane design.

Singapore Airlines (SIA) was one of the first carriers to use the new A380. Offering 49% more room than a Boeing 747, SIA's A380 carries 471 passengers in three classes. There are 12 Singapore Airline Suites which have been promoted as 'A Class beyond First'. These are very private individual areas containing the widest seats and flat beds with full size pillows and duvets. Business class seats fold down into flat beds and there is a business panel by each seat offering internet access. Economy class passengers each have an LCD screen for entertainment.

All passengers enjoy gourmet cuisine. World class chefs tailor inflight menus according to the taste, preference and age of passengers.

Currently SIA operates the A380 on flights from Singapore to London, Sydney, Tokyo and Paris, among other routes. Fares from Singapore to London start at £630, business fares start at £2379 and first class suite fares can be more than double business class fares.

SIA promotes the A380 extensively on its website. It also uses direct mailings to its passengers belonging to the frequent flyer loyalty programme. In addition it places adverts in business magazines and newspapers.

SIA seats can be booked and paid for online, by telephone and through travel agents.

SIA's objectives include:

- increasing profits
- to be number one for customer service.

3 (a) Explain how the 4 Ps listed below may work for or against SIA as it tries to achieve these objectives.

Product

(3)

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Price

(3)

Place

(3)

Promotion

(3)



Read the following extract and refer to the previous extract on page 6 before answering Question 3(b).

'A Class beyond First'

Singapore Airlines (SIA) launched its new first class suites as 'A Class beyond First'. However regular first class travellers who wished to travel on the SIA suites soon found they had to pay 60% more than they used to. In October 2007 suites from London to Sydney cost £10,000 one way.

Several companies said to staff that "since the Singapore Airlines Suites are a 'Class beyond First' even if you are entitled to travel first class you will not be able to travel first class with SIA." Companies could not justify paying 60% more for senior staff to book suites.

Before the A380, SIA sold an average of 30 out of 36 first class seats into London Heathrow per flight. Since the introduction of the A380, first class passenger numbers have declined dramatically. Other airlines have only suffered a slight drop in first class sales.

(Source: adapted from <http://simplifying.com>)



*(b) Analyse how the following key features of the business environment had an impact on the SIA promotional campaign for 'A Class beyond First':

- competition
- economic
- technological.

(8)

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(Total for Question 3 = 20 marks)



4 (a) Describe each of the following promotional techniques.

Displays

(2)

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Sponsorship

(2)

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Public relations

(2)

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(b) 'Marketing communications are primarily concerned with stimulating demand'.

Explain what is meant by this sentence. You should use an example to support your explanation.

(4)

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Read the following extract before answering Question 4(c).

Children's pester power has a major influence on where families go on holiday. Almost 80% of 2000 children surveyed in a Young Poll survey said their parents sometimes or always let them help choose the family holiday destination. The children surveyed had an average age of ten.

(Source: adapted from *Travel Weekly*, 21st August 2009)

- (c) (i) Using this information, describe **one** promotional technique/material that a tour operator could use to attract young children to its product. Justify your choice.

Description

(2)

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Justification

(3)

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- (ii) Describe a **different** promotional activity from the one you used in (c)(i) that a tour operator could use to attract parents to its product. Justify your choice.

Description

(2)

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Justification

(3)

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(Total for Question 4 = 20 marks)



- 5 This advertisement appeared in a local paper to advertise the facilities and services at The Bell Hotel.

**Eat,
Drink
& relax**

at
The Bell Hotel



Eat & Drink...

Dine in the comfortable surrounding of our Carvery Restaurant, sampling the traditional roast joints accompanied by a selection of fresh vegetables.

Vegetarian dishes are always available as an alternative main course. If you do not fancy a Carvery meal try a meal from our extensive bar meal menu.

Relax...

The Bell Hotel has 41 bedrooms, all of our rooms are luxurious, warm and inviting, designed to incorporate the traditional heritage of the hotel with a modern and contemporary lift to ensure your stay is comfortable and enjoyable, fully equipped with all the amenities you will need.



THE BELL HOTEL

Since 1869

Market Square
Winslow
Bucks
MK18 3AB

01296 714091

info@thebell-hotel.com

www.thebell-hotel.com

(Source: the *Buckingham & Winslow Advertiser*, 25 September 2009)



(a) Explain the effectiveness of this advertisement in attracting customers to the hotel.

(6)

A series of horizontal dotted lines for writing the answer.



(b) Two customer types that the hotel is trying to attract are:

- customers who live locally
- customers who live further away.

For each customer type suggest a **different** promotional technique/material that the hotel could use to attract them. Justify your suggestion.

(i) Customers who live locally

Suggestion

(2)

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Justification

(3)

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(ii) Customers who live further away

Suggestion

(2)

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Justification

(3)

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(Total for Question 5 = 16 marks)



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 materials used during the campaign
- where and when the promotional materials were used during the campaign.

Chosen promotional campaign

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Promotional techniques used

(2)

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Promotional materials used

(2)

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Where and when the promotional materials were used

(2)

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

(6)

Area with horizontal dotted lines for writing the answer.

(Total for Question 6 = 12 marks)

TOTAL FOR PAPER = 90 MARKS



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