

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 28 January 2013 – Morning

Time: 1 hour 30 minutes

Paper Reference

6996/01

You must have:

Calculator

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 on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

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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PEARSON

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

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 This question is about the sales process. There are a number of stages involved in the sales process.

Two of the stages are:

- Establish rapport
- Closing a sale

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

(i) Establish rapport

(2)

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(ii) Closing a sale

(2)

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(b) Another stage in the sales process is after-sales service.

Explain why providing good after-sales service can influence buyer behaviour.

(2)

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Read the following information before answering Question 1(c).

Carlos works in the marketing department of a tour operator that offers package holidays to beach destinations in both Europe and the Caribbean. He is working hard to increase customer numbers.

He has decided to run a promotional campaign from January to June to include the following promotional materials:

- Offering customers a free upgrade from half board to all-inclusive during the peak summer holiday period.
- A series of half page advertisements in the Sunday Times Travel section during the month of January featuring different 5* hotels in the Caribbean with rooms available in February and March.

(c) Identify **one** market segment that would be attracted by each of these promotional materials. The market segments identified must be different from one another.

Explain why you think the promotional material used would attract the market segment you have identified.

- (i) Offering customers a free upgrade from half board to all-inclusive during the peak summer holiday period.

Market segment (1)

Explanation (2)



(ii) A series of half page advertisements in the Sunday Times Travel section during the month of January.

Market segment (1)

Explanation (2)

(Total for Question 1 = 12 marks)

2 (a) Define the following terms:

(i) Marketing communications (2)

(ii) Communication channels (2)



(b) Describe each of the following promotional techniques. You may include an example to support your answer.

(6)

Personal selling

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Displays

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Sponsorship

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Read the following information before answering Question 2(c).

Flybe

Flybe flies over 7.2 million passengers each year. The airline operates 69 aircraft from more than 20 regional airports in the UK including Belfast, Edinburgh, Exeter, Isle of Man, Liverpool, Norwich and Wick.



Flybe offers:

- Low cost flights on over 200 routes across 13 countries in Europe, eg Belfast to Leeds for £19.99, Southampton to Newcastle for £36.99 and Manchester to Nantes for £44.99.
- Allocated seats and fares which include taxes.
- Routes to the sun (Malaga, Alicante and Faro) and ski resorts across Europe.
- City breaks including London, Paris, Dusseldorf, Amsterdam, Milan, Brussels and Edinburgh.
- A wide range of French destinations including La Rochelle, Nantes, and Rennes.
- Economy Plus seat packages which include extra baggage allowance, access to Flybe's Executive Lounges and free flight changes.
- Convenient schedules for both leisure and business travellers.

In recognition of its excellent performance, Flybe received Gatwick Airport's Gold Award for Punctuality in October 2011. Flybe's Managing Director commented: 'All at Flybe recognise that time is an extremely valuable commodity in today's busy world and it is important for passengers to reach their destinations on time.'

As Flybe is an online operator, its UK website is viewed as one of its main marketing tools. On the website you can search for and book airline tickets, seats, bags, airport parking, hotels and car hire. It also connects through to social media sites including Facebook and Twitter.

In addition, Flybe places adverts in major UK newspapers throughout the year highlighting low cost offers. It also sends direct mail shots to its Rewards4all frequent flyer club members.

(Source: adapted from www.flybe.com)



(c) Flybe has two main objectives for the year:

- To increase the number of business passengers it carries
- To increase the number of incoming visitors it flies to the UK from Europe

Explain how the 4Ps may work for or against Flybe as it tries to achieve these objectives.

(i) Product

(3)

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(ii) Price

(3)

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(iii) Place

(3)

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(iv) Promotion

(3)

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(Total for Question 2 = 22 marks)

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



National
Trust

Dear Mr Gray,

Share National Trust gift membership and enjoy time with family and friends.

Save
25%
On National Trust
gift membership

National Trust gift membership allows you to enjoy some of the UK's most breathtaking countryside, houses, gardens and coastline with the friends and family in your life. As you're already a member, you know just how many special memories are waiting to be created.

Free National Trust Coast Book – just for you

Taking out gift membership for friends or family gives you a special treat too; a wonderful National Trust Coast Book full of all the inspirational places you can enjoy with us.

Remember, if you buy now you can save 25% on gift membership and receive a stunning National Trust Coast Book with our compliments.

We look forward to welcoming you all very soon.

Yours sincerely,

Katharine Raymond

Head of Member & Supporter Services

(Source: © National Trust, 2011)



3 (a) (i) Describe **two** different promotional techniques used by the National Trust in this communication.

(4)

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(ii) Choose one of the promotional techniques you have described in part (i) and explain why you think it will be effective.

(4)

Chosen technique

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Explanation

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Read the following information before answering Question 3(b).

Tour operator Kuoni leads way on direct discounts

When travel agents book tour operator holidays for their customers, the tour operator gives the travel agent a commission (usually 10%) based on the value of the holiday sold.

Discounts are given to customers who book directly through the tour operator rather than by booking through a travel agent. Travel agents have asked all tour operators to remove discounts on their website prices.

Kuoni will remove the 5% discount it offers customers who book holidays directly through their website rather than through a travel agent. Up until now travel agents have given up 5% of their commission to compete with Kuoni's website prices.

In this economic climate, with many travel companies facing financial difficulties and some ceasing to trade altogether, it is good to see travel agents and tour operators supporting one another. Customers are increasingly looking for total security when booking holidays, which has seen a move back towards booking through travel agents.

One travel agent commented 'Good on you Kuoni ... now we need to get behind Kuoni and convert enquiries into sales for them...'

(Source: © *Travel Weekly*, 6 October 2011 edition. Reproduced with Kind Permission.
www.travelweekly.co.uk)



Read the following information before answering Question 4.

Nene Valley Railway (NVR)

The Nene Valley Railway (NVR) is a heritage standard gauge railway running seven and a half miles between five stations near Peterborough.



Thomas is the NVR's most famous engine and one of its biggest attractions, however, he is not the only engine in the fleet. There are seven steam trains in total.

Thomas is popular with children, but lots of adults also enjoy travelling on the steam trains. An annual highlight is the Santa Special Day when families can travel along the railway and meet Santa on the train.

There are also educational days when primary school children can go on discovery trips and learn more about the history of the railways.

The Friends of NVR is a growing group of rail enthusiasts who help raise valuable funds to keep the railway going.

NVR wants to increase the number of evening events such as wine and beer tastings and unique dining experiences onboard.

(Source: adapted with permission from the Nene Valley Railway)



- 4 (a) For each of the following customer types suggest a different promotional technique and/or material that NVR could use to attract these customer types.

Justify your suggestions.

(10)

Customer type: Families with young children

Suggestion

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Justification

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Question 4(a) continues on the next page.



Customer type: Adults for the evening events

Suggestion

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Justification

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(b) NVR has recently analysed the results of two different questionnaires to gain a greater understanding of its customers.

- One of the questionnaires was undertaken by NVR about NVR customers.
- One was undertaken by a local museum about the museum’s own customers. The results were published in a visitor attraction journal.

Explain which of these questionnaires is an example of primary research for NVR.

(2)

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(c) Describe **one** other method of market research that NVR could use to gain a greater understanding of its customers.

(2)

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(Total for Question 4 = 14 marks)



Read the whole of Question 5 before answering Questions 5(a) and (b).

Banner Caravan Park

Banner Caravan Park (BCP) has recently been refurbished. All 40 caravans on the site have been refitted and, in addition, 20 luxurious chalets have been built on land recently acquired by the park's owners.

The main reception building has been extended and includes a restaurant, bar, games room, swimming pool and gym, plus a large entertainment room which could be used for ballroom dancing and discos.

BCP is hoping to run themed weekend events in the autumn such as 1950s revivals or dancing lessons.

BCP hopes to attract:

- families willing to pay more for luxury accommodation
- adults wanting to 're-visit their youth' or learn to dance.

- 5 BCP is planning a promotional campaign to advertise the refurbishment and to try to attract the two new market segments it is looking for. They have requested your services as a marketing consultant to help them plan this.

They have a budget of £50,000. The campaign will run from March to August.

They have a choice of using any of the following:

- A national newspaper advert in *The Sun* or *The Sunday Times*
½ page – £10,000
¼ page – £5,000
- A specialist newspaper/magazine advert, eg ballroom dancing magazines
½ page – £2,000
- 25% off the cost of staying in a caravan in June (subject to availability). Caravans normally cost £40 per night.

and/or

Stay five nights or more in a chalet and occupants receive one free meal each in the restaurant. Cost to BCP £10 per person.

- Free 'Experience Banner Caravan Park Day' for journalists including a tour, 3 course lunch and a chance to learn ballroom dancing. Cost to BCP £1,000 per day.



*(b) Identify another type of customer the organisation you have used in part (a) could target. Suggest how the promotional campaign you have described could be adapted/changed to attract this different type of customer.

Justify your suggestions.

(8)

Customer type

Suggestions and justifications

(Total for Question 6 = 14 marks)

TOTAL FOR PAPER = 90 MARKS

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