

Mark Scheme (Results) January 2009

GCE

GCE Travel and Tourism (6996) paper 01

Unit 10: Promotion and Sales in Travel and Tourism (6996)

Question	Example Answer	Mark Allocation
1(a)(i)	<p>Up to 2 marks available for description. Maximum 1 mark for example. Reward marks for either a description of the features or benefits or both.</p> <p>1 mark for stating where the stage fits in the sale process.</p> <p>E.g.</p> <ul style="list-style-type: none"> • The seller points out the good points of what they are offering (1) such as a beautiful view over the sea (1). 	2 marks
1(a)(ii)	<p>Up to 2 marks available for description. Maximum 1 mark for example. Reward marks for either a description of the features or benefits or both.</p> <p>1 mark for stating where the stage fits in the sale process.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Customers may wonder if the product is right, they may see a fault (1) the seller then explains the benefits and downplays the negatives (1). 	2 marks
1(b)(i)	<p>1 mark for skill/quality identified. Up to 2 marks available for explanation.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Shabina needs good IT skills (1) so she can quickly book the flight (1) as speed is what this customer requires (1). 	3 marks
1(b)(ii)	<p>1 mark for skill/quality identified. Skill/quality must differ to part (i). Up to 2 marks available for explanation.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Shabina needs good product knowledge (1) to advise the customers on a range of different options (1) and which one might best suit their needs (1). 	3 marks
1(c)(i)	Closing a sale	1 mark
1(c)(ii)	After-sales service	1 mark
	Total for Question 1	12 marks

Question	Example Answer	Mark Allocation
2(a)	Up to 2 marks available from the following; <ul style="list-style-type: none"> • lifestyle (1) • gender (1) • ethnicity (1) • geography (1) • age (1) 	2 marks
2(b)	Up to 6 marks available. Maximum 2 marks for description E.g. <ul style="list-style-type: none"> • it allows them to focus on one segment (1) and develop promotional material that will appeal to a particular socio-economic group (1). If people have less money they are likely to be drawn to special deals (1) so organisations may concentrate on ‘money off’ vouchers (1) • segmenting in this way allows organisations to place adverts in magazines or newspapers that attract that socio-economic grouping(1) as broadsheets traditionally attract A+B(1) because of the serious news and issues that might be reported(1) whereas C+Ds may be into sport and entertainment and buy the Mirror and the Sun(1). 	6 marks
Total for Question 2		8 marks

Question	Example Answer	Mark Allocation
3(a)	<p>Up to 3 marks for each explanation. Maximum 1 mark for descriptive responses of each form of promotion. 3rd mark must be clearly linked to objective</p> <p>E.g.</p> <ul style="list-style-type: none"> • place adverts in a Manchester area newspaper (1) because people in that area may not know Getaway Airlines (1) • examine Getaway Airlines' database of past customers to see who lives north of Birmingham (1) and contact these customers by direct mail (1) because they might find it easier to fly from Manchester (1). 	6 marks
3(b)(i)	<p>Maximum of 6 marks awarded explanation, 1x6, 2x3, 3x2 or 6x1. Marks can be awarded for either how each 'P' meets the objective or how 2 or more of the 4 'Ps' work together. Maximum 4 marks for descriptive responses. Maximum 4 marks if not linked to the objective.</p> <p>E.g.</p> <ul style="list-style-type: none"> • In this instance there is a clear link between promotion and the objective(1) as there is a loyalty scheme (promotion) for repeat customers (1). This works because customers are more likely to come back(1)if the price is good(1) and here they are rewarded with cheap flights(1) the more often they fly(1). There is also a link between product and the objective. The product is good quality and less hassle(1) and this will encourage people to fly again(1) because they get used to this service(1) and want to experience it again(1). 	6 marks

Question	Example Answer	Mark Allocation
3(b)(ii)	<p>Maximum of 6 marks awarded explanation, 1x6, 2x3, 3x2 or 6x1. Marks can be awarded for either how each 'P' meets the objective or how 2 or more of the 4 'Ps' work together. Maximum 4 marks for descriptive responses. Maximum 4 marks if not linked to the objective.</p> <p>E.g.</p> <ul style="list-style-type: none"> • The airline flies to well known honeymoon destinations such as Kenya and Antigua (Place) (1) so wedding and honeymoon tour operators would be attracted (1). The product is a quality one (1) People seek quality for special occasions such as honey moon (1) The airline promotes through displays (1) and some of these maybe related to wedding fairs (1) Where many of their potential customers would go (1) 	6 marks
3(c)(i)	<p>Up to 3 marks available for assessment of method. Must look at positive and negative points for maximum marks. Maximum 1 mark for description of method.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Postal questionnaires are good because you can ask specific questions about the activities you want to know about (1) customers can give you exact information about which marketing activities affected their decision to buy (1) However sometimes questions can be misunderstood and often these surveys are thrown away and not completed (1). 	3 marks
3(c)(ii)	<p>Up to 3 marks available for assessment of method. Must look at positive and negative points for maximum marks. Maximum 1 mark for description of method.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Sales figures are easy to find (1) you can look at when you advertised and see if you sold more during the time you were advertising (1) However you don't know for sure that the marketing activities were the reason why more were sold (1). 	3 marks
	Total for Question 3	24 marks

Question	Example Answer	Mark Allocation
4(a)(i)	Up to 2 marks for description. Maximum 1 mark for example. E.g. <ul style="list-style-type: none"> • When an organisation uses a short term price reduction or special offer on its product/service (1). E.g. sales or 2 for the price of 1 offers (1). 	2 marks
4(a)(ii)	Up to 2 marks for description. Maximum 1 mark for example. E.g. <ul style="list-style-type: none"> • When an organisation provides information to the media which they print for free (1) E.g. running a story about a new baby lion at a zoo attraction (1). 	2 marks
4(a)(iii)	Up to 2 marks for description. Maximum 1 mark for example. E.g. <ul style="list-style-type: none"> • When the organisation sends promotional material direct to a customer (1) E.g. a mail shot letter (1). 	2 marks
4(b)	8 marks available. 2 areas to be covered. <ul style="list-style-type: none"> • target market including necessary information. Expect reference to sponsor, date, time, location, prizes, etc (up to 6 marks) • presentation including use of slogan/logo, appropriate pictures and language (up to 2 marks). 	8 marks
4(c)	Maximum 6 marks for evaluation. Maximum of 4 marks unless both positive and negative evaluation is included. Maximum 2 marks for description. Maximum 2 marks if response on presentation of advert only. E.g. <ul style="list-style-type: none"> • The advert is good because it emphasises the number of members the National Trust has (1) and all the good work it does (1). However to advertise in a national newspaper is expensive (1) because it targets everyone(1). It would be cheaper (1) and more effective to target members (1) through their database (1) sending direct mail (1). 	6 marks
Total for Question 4		20 marks

Question Number		Indicative Content
5(a)		<p>Level 1 - Letter to all who have booked before.</p> <p>Level 2 - Two advertisements in the Sunday Times one just before opening and another one month later £7000. Send 10 000 letters to previous customers. 50p x 10,000 £5000.</p> <p>Level 3 - See if the travel sections of any national newspapers are running a short break or domestic tourism supplement and advertise in this 1 x £3500 Advertise the restaurant in regional newspapers 2 x £500= £1000. Send a letter to past customers who have booked in the last two years concentrating specifically on people who have booked two or more breaks in different hotels owned by the group 50p x 20,000 = £10,000. Have a sales promotion of 25% off 10 rooms for 5 nights on 1st come 1st served basis £50 x 10 x 5 = £2500.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic Responses.
Level 2	4-6 marks	Some details in activities and some reference to budget.
Level 3	7-8 marks	Detailed plan covering activities and budget in detail.

Question	Example Answer	Mark Allocation
5(b)	<p>Up to 6 marks available for justification of the planned activities.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Sending direct mail shots to past customers will be targeting people who already know the product(1) so hopefully they will be interested as they know the product/service(1). Advertising in travel sections will bring the name of the hotel group to new customers(1) who will have travel in mind as they are reading the travel supplements(1). Advertising the restaurant in regional papers is a good idea as although they are unlikely to stay in the hotel(1) they may come for a meal there(1). 	6 marks
Total for Question 5		14 marks

Question	Example Answer	Mark Allocation
6(a)	<p>Up to 6 marks available for description of a promotional campaign.</p> <ul style="list-style-type: none"> • Up to 2 marks available for description of the variety of promotional techniques used in the campaign. • Up to 2 marks available for description of materials. • Up to 2 marks available for description of where and when the promotional materials were used. <p>Maximum 2 marks if not a promotional campaign. 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(1) and advertising (1). 	6 marks
6(b)	<p>Up to 6 marks available for assessment. Maximum 2 marks if not a promotional campaign. 2 marks available for basic statements with much description E.g.</p> <ul style="list-style-type: none"> • Alton Towers had campaigned for the new ride Charlie and the Chocolate Factory. There was TV and radio advertising and leaflets made just for the ride (1) This meant lots of coverage (1). <p>4 additional marks available for developed responses and sustained analysis. E.g.</p> <ul style="list-style-type: none"> • TV advertising was used which would have been very effective as huge numbers of people throughout the country would see it(1). The TV advertising reached a wide national audience, and the timing of the campaign was good (1)as it is the time of year when people are becoming more aware of what is happening in theme parks (1). However not a lot of detail can be given in TV adverts (1). 	6 marks
Total for Question 6		12 marks
TOTAL FOR PAPER: 90 MARKS		

