

Mark Scheme (Results)

January 2011

GCE

GCE Travel and Tourism (6996/01)

Unit 10: Promotion and Sales in Travel and 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 Number	Answer	Mark
1 (a)(i) AO1	Up to two marks for each description. Max one mark for example. E.g. The seller must know the product so that if the customer is not sure about anything and raises possible problems with the product the seller can minimise these(1) in terms of meeting the customer's needs.(1)	(2)
1 (a)(ii) AO1	Up to two marks for description. Max one mark for example. E.g. After the customer appears satisfied and keen on the selection made, the seller must move on to get the customer to commit to the booking to make the sale(1) by filling in the booking form or screen.(1)	(2)
1 (a)(iii) AO1	Up to two marks available for each description. Max one mark for example. E.g. 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) AO1 AO2	One mark available for the identification of each skill/quality and up to two marks available for explanation. Skills identified should be different for each situation. E.g. Skill/Quality Amit needs good communication skills(1). Explanation So that he can show both verbally and through body language(1) that he is sympathetic(1) and can help with the situation to make her feel better.(1)	(3)

Question Number	Answer	Mark
1 (b)(ii) AO2	<p>One mark available for the identification of each skill/quality and up to two marks available for explanation. Skills identified should be different for each situation.</p> <p>E.g. Skill Amit needs to be efficient(1) Explanation He needs to act quickly and efficiently to book the journalist on the first flight available(1) and issue necessary documentation so that she is not held up(1).</p>	(3)
	Total for Question 1	12 marks

Question Number	Answer	Mark
<p>2 (a)(i)</p> <p>A02</p>	<p>Up to 2 marks available for each description.</p> <p>E.g. Links Railway could undertake secondary research by looking at the passenger numbers of its competitor(1) analysing passenger types and how much they usually spend.(1)</p> <p>Links Railway could undertake primary research by giving potential customers questionnaires (1) and asking them what sort of service they would like to travel on.(1)</p> <p>Links Railway could undertake observation(1) looking at the types of people in the station before they catch trains to Devon.(1)</p>	<p>(4)</p>
<p>2(a)(ii)</p> <p>A03</p>	<p>Up to 6 marks available for analysis. Maximum 4 marks if only advantages or disadvantages analysed.</p> <p>E.g. The advantages are that Links Railways can ask questions specific to the information they want to find out(1) For example, is price or service more important to most people(1). The answer to this will have a direct impact on Links Railways decision on its branding.(1) So therefore it needs to understand its potential customers fully to meet their needs and expectations(1). However it may be difficult to make sure it asks enough of the correct people(1). It may not ask people who often travel to Devon or it may get the opinions of too many students looking for bargains rather than a full mix of people.(1)</p>	<p>(6)</p>
	<p>Total for Question 2</p>	<p>10 marks</p>

Question Number	Answer	Mark
<p>3 (a)</p> <p>A02/3</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>Product SIA has various classes of travel ranging from First Class to Economy (1) Which means they are able to meet the needs of a wide range of customers(1) And so getting more bookings and therefore more profit(1) Providing this product range is good service as all differing needs can be met(1)</p> <p>Price Prices vary according to the type of class customers book(1) First class is very expensive as this is the unique selling point for SIA(1) As it is the only airline to have suites so can justify this high price(1) Selling this at such a premium price will meet the objective of making money as it is so expensive(1)</p> <p>Place SIA flies to many destinations where there is a high demand for flights, eg London to Sydney (1) Which meets the objective providing excellent service(1) Also the chain of distribution means flights can be bought over the internet, the telephone and face to face(1) Meaning people are able to buy easily meeting both objectives(1) Because more flights bought equals more profit and passengers like the ease of buying so good service</p> <p>Promotion Having a frequent flyer programme means SIA can get to know its passengers(1) Through looking at their flying patterns etc which meets the objective of providing excellent service(1) The direct mailing reminds passengers of how good SIA is so they are more likely to book(1) The adverts in the newspapers will attract new passengers again hopefully leading to more profit(1)</p>	<p>(12)</p>

Question Number		Indicative Content
3 (b)		SIA flights are too expensive now so fewer people are flying with SIA. They fly with other airlines instead.
QWC		SIA used new technology to build its new First Class which is the most luxurious available. However this has come at a much higher price, often 60% higher than other first class fares.
AO3		The world is in a recession which means that the economy is not good and many companies do not have the money to allow people to spend that amount on first class travel so customers are travelling with SIA's competitors instead.
		SIA made use of new technology in its business. The new A380 allowed SIA to have more internal space on the plane allowing SIA to develop new product ranges such as the new suites, which SIA felt would give it an advantage over its competitors who could not provide these USP suites.
		SIA therefore marketed them as 'A Class beyond First' and priced them at 60% more expensive.
		However unfortunately for SIA this new technology has allowed it to develop something that although passengers might want, they cannot afford it.
		The credit crunch has left many companies very much worse off because of the economy which is in a worse position than it has been for decades.
		Therefore competitors offering a first class service (not so luxurious) at a much lower price are gaining SIA's first class customers.
		Cost is more important than service at the moment as the failure of SIA's promotional activities have shown.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly descriptive/theoretical. Possibly limited reasoning/application. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
2	4-6	Responses with some analysis/application. Responses may have clear application and some analysis or some application and clear analysis. Linked to SIA but not really pulling out in depth the key features affecting their predicament. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
3	7-8	Focused responses with sustained analysis and application. Constantly focusing on SIA and linking back to one of the factors affecting that business environment. The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.
		Total for Question 3 20 marks

Question Number	Answer	Mark
<p>4 (a)</p> <p>A01</p>	<p>Up to two marks available for each technique described. Maximum 1 mark for examples in each case.</p> <p>E.g.</p> <p>Displays</p> <ul style="list-style-type: none"> • When an organisation uses a display board or banner at an exhibition or a travel agency window (1) or another suitable venue to advertise its range of products and services to passers by. (1) <p>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>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>A01 (2)</p> <p>A03 (2)</p>	<p>Up to 2 marks available for explanation. Up to 2 marks available for an example.</p> <p>Explanation</p> <p>Marketing is used to sell more goods/services(1) because this is its purpose. If the company does not sell more then the marketing message is not working. (1)</p> <p>Communication must be persuading people to buy(1) perhaps by pointing out to people the benefits so that people want to buy. (1)</p> <p>Example</p> <p>For example tour operators show sunny beaches and good hotels to make people who are cold at home think about going away(1) so the images create want and therefore demand. (1)</p> <p>Hotel du Vin has a sales promotion (1)where you can have on night free if you pay full price for the first night. (1)</p>	<p>(4)</p>

Question Number	Answer	Mark
<p>4 (c)</p> <p>A04</p>	<p>Up to 2 marks available for each description Up to 3 marks available for each justification The two descriptions and justifications must be different otherwise they will only be credited once. Eg</p> <p>i) Description</p> <p>A DVD (1) showing the resort/hotel etc(1).</p> <p>Merchandise such as a teddy bear(1) given to children perhaps at a stand/display advertising a product.</p> <p>Justification</p> <p>It could focus on the aspects that children would like - activities, swimming pool.(1) This would really attract children as they like seeing things pictorially as it makes more of an impact (1)if it is moving rather than just words. They would really be attracted by aspects which they would show their parents over and over again. (1)</p> <p>Children like toys(1) having the teddy bear would remind them of the place where they got it and the product being sold. (1)</p> <p>ii) Description</p> <p>A sales promotion whereby there is a reduction in the cost of the holiday (1)perhaps on a date when they is currently less demand than others. (1)</p> <p>A press release showing money being given by the organisation (1) to a children's charity. (1)</p> <p>Justification</p> <p>Families do not have a lot of money usually to spend on non essentials so any money off promotion will catch their eye (1)and make them more likely to buy. Parents want to make their children happy so if they can afford it they are likely to do so. (1)</p> <p>Parents like to see money given to charity(1) especially to children who are not as well off, as it makes them feel good. (1)</p>	<p>(10)</p>
	<p>Total for Question 4</p>	<p>20 marks</p>

Question Number	Answer	Mark
5 (a) A02	<p>Up to six marks available for explanation. Maximum two marks for description. Up to 3 marks available for responses referring to advert layout and design only.</p> <p>Placing the advert in the local paper will remind local people of the hotel(1) And the fact that it does offer meals and drinks to non residents so they may decide to try it. (1) However the paper advert is not targeted. (1) Perhaps it might be cheaper for the Bell to contact people who have already eaten in the hotel and liked it.(1) That way the hotel knows that it is talking to people who are likely to eat out there.(1) However the local paper might attract new customers to eat there. (1) The local paper is a pretty useless place to advertise to attract residents to the hotel as people reading a local paper will live in the vicinity (1) And therefore be unlikely to book a stay there.(1) If the hotel was thinking of accommodation for relatives staying with people living nearby perhaps it needs to say that so people realise.(1)</p>	(6)

Question Number	Answer	Mark
<p>5 (b)</p> <p>AO4</p>	<p>Up to 2 marks available for each suggestion. Up to 3 marks available for each justification. The two suggestions and justifications must be different otherwise they will only be accredited once.</p> <p>E.g.</p> <p>Customers who live locally</p> <p>Suggestion Sales promotion leaflet placed either in the local paper(1) or handed out at a shopping precinct.(1)</p> <p>Justification Money off at this time will attract people as they think they are getting a bargain (1)and therefore they are more likely to try something new(1). Without the incentive they are more likely to keep going where they normally do as they know it and won't waste money because they don't like it(1).</p> <p>Suggestion Public relations/press release in the local paper (1)showing a goodwill story such as providing free meals for a charity. (1)</p> <p>Justification This will make local people remember the hotel(1) and also feel good that they are doing something for the local community(1) so they are more likely to choose this venue over another when going out.(1)</p> <p>Customers who live further away</p> <p>Suggestion Put an advert in a magazine (1)such as The National Trust magazine(1).</p> <p>Justification Magazines are more likely to be read by people across the country (1)and the National Trust readership are likely to want short breaks (1)and people might be attracted to The Bell. (1)</p> <p>Suggestion Take a stand(1) at incoming tourist exhibitions. (1)</p> <p>Justification Organisations who are putting together tours (1) may see The Bell(1) and think of sending tour parties to stay there. (1)</p>	<p>(10)</p>
	<p>Total for Question 5</p>	<p>16 marks</p>

Question Number	Answer	Mark
<p>6 (a)</p> <p>AO3</p>	<p>If not a campaign maximum 2 marks</p> <p>E.g.</p> <p>Alton Tower Launch for new season</p> <p>The main technique they used was advertising (1) and they used a variety of materials from advertising. (1) They also used direct marketing(1) when sending a leaflet to past customers.(1)</p> <p>Alton Towers had a leaflet about the start of the new season(1) plus a TV advert giving details of dates(1).</p> <p>The leaflet was sent out to past customers(1) and the TV advert was shown on regional television close to Alton Towers(1).</p>	<p>(6)</p>

Question Number		Indicative Content
6 (b)		If not a campaign maximum 2 marks
QWC		Likely themes in responses; Promotional material content
A04		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
1	1-2	Basic responses that are mainly descriptive/theoretical. Possibly limited reasoning/application. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
2	3-4	Responses with some analysis /application. Responses may have clear application and some analysis or some application and clear analysis. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
3	5-6	Focused responses with sustained analysis and application. Several topics under indicative content are analysed. The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.
		Total for Question 6 12 marks

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