

Mark Scheme (Results)

January 2013

Travel and Tourism (6996)

Unit 10: Promotion and Sales in Travel
and Tourism

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Question Number	Answer	Mark
1(a)(i)	Up to 2 marks available for description. Max 1 mark for example. Eg <ul style="list-style-type: none"> • Approaches the customer to make conversation (1) • The seller needs to put the customer at ease by smiling and offering them a seat (1) perhaps by shaking their hand or getting them tea (1) 	(2)

Question Number	Answer	Mark
1(a)(ii)	Up to 2 marks available for description. Max 1 mark for example. Eg <ul style="list-style-type: none"> • The seller feels the customer wants to buy (1) • The seller gets signals that the customer is happy with the product (1) and moves to the point of taking money for the sale (1) 	(2)

Question Number	Answer	Mark
1(b)	Up to 2 marks available for explanation. Eg <ul style="list-style-type: none"> • Customers will buy if treated well (1) • Customers have choice where to buy (1) and good after sales service will make customers think well of you (1) 	(2)

Question Number	Answer	Mark
1(c)(i)	One mark available for relevant market segment. Up to 2 marks available for explanation. Can only award full marks if they refer to the promotional material. Eg <ul style="list-style-type: none"> • Families (1) • This is the time children are off school so families go away (1) but it is expensive so a promotion offering a bargain/saving money will appeal to this group (1) • Socio-economic (1) • If you have less money (1) then any bargain/money off will appeal to you and make you buy (1) 	(3)

Question Number	Answer	Mark
1(c)(ii)	<p>One mark available for relevant market segment. Up to 2 marks available for explanation. Can only award full marks if they refer to the promotional material.</p> <p>Eg</p> <ul style="list-style-type: none"> • Lifestyle (1) • Because the adverts are going in a paper read by people who can take holidays out of season (1) and they can decide to go away very quickly (1) • Socio-economic (1) • The adverts are going in an up-market paper (1) read by people with more money who can afford this (1) • Couples (1)/Older people (1) • They have more time and when they read the paper can react to ads (1) and decide to go away at short notice (1) 	(3)

Question Number	Answer	Mark
2(a)(i)	<p>Up to 2 marks available for definition</p> <p>Eg</p> <ul style="list-style-type: none"> • Marketing communications are the messages/media used to reach customers (1) it is the promotions part of the 4Ps (1) • This is the promotions part of the marketing mix (1) which includes price, product and place as well (1) 	(2)

Question Number	Answer	Mark
2(a)(ii)	<p>Up to 2 marks available for definition</p> <p>Eg</p> <ul style="list-style-type: none"> • Communication channels are the means by which a company gets its information across (1) • The ways in which a company tells people about itself (1) eg TV adverts/newspaper adverts/direct mail (1) 	(2)

Question Number	Answer	Mark
2(b)	<p>Up to 2 marks available for each technique described. Max 1 mark for examples in each case.</p> <p>Personal selling</p> <ul style="list-style-type: none"> • Where someone sells directly to you face to face (1) • Where you meet your customer face to face (1) and use your personality along with product details to sell the product/service (1) <p>Displays</p> <ul style="list-style-type: none"> • Displays can be a stand at a conference (1) • Displays are where a stand may be made showing the product (1) perhaps at a holiday exhibition (1) <p>Sponsorship</p> <ul style="list-style-type: none"> • Sponsorship is where you pay to display at another company (1) • Sponsorship is where one organisation pays another to display their name or logo (1) eg Thomas Cook pay a football team to have their name on their shirts (1) 	(6)

Note: 2(c)(i)-(iv)

Up to 12 marks available. 3 for each P relating to the objectives. Max 1 mark per P for description with no explanation. Max 4 marks in total for 2(c) if not referring to the objectives. Answers should refer to what is there not what they would like to see.

Question Number	Answer	Mark
2(c)(i)	<p>Product</p> <ul style="list-style-type: none">• There are convenient schedules for all travellers (1)• Although city breaks in the UK are referred to (1) that is the only thing mentioned for incoming tourists (1)• Business travellers need flexibility (1) and the economy plus package offers this (1)• The economy plus package could attract business travellers (1) as it has access to executive lounges (1) where they can work quietly (1)• The package allowing free flight changes will appeal to business travellers (1) because sometimes meetings can over run (1) and they won't need to worry with economy plus (1)• City breaks in the UK are mentioned (1) but there is no product specifically for incoming tourists (1) they do not mention other languages etc (1)	(3)

Question Number	Answer	Mark
2(c)(ii)	<p>Price</p> <ul style="list-style-type: none">• There are special offers (1)• Because you can change your flight for free with economy plus (1) this will help business people changing their plans (1)• There are no business class prices (1) which may put business people off (1)• All the prices shown are low (1) which will appeal to tourists/leisure travellers (1) however they are all shown for UK departures (1)• Business people will be attracted by the low prices (1) which may make them go to meet people (1) rather than just email or ring (1)	(3)

Question Number	Answer	Mark
2(c)(iii)	<p>Place</p> <ul style="list-style-type: none"> • Flybe goes to lots of places (1) • Flights are many bought online (1) which makes it easy for business people to buy (1) • Flybe flies between lots of European destinations (1) which means there are lots of places for incoming tourists to come from (1) • Business people need to get to destinations all over the UK (1) and Flybe is the biggest regional domestic airline (1) meaning there are more choices of destinations to suit business needs (1) • As there are so many UK destinations available (1) incoming tourists have a great choice (1) of where they would like to visit in the UK (1) 	(3)

Question Number	Answer	Mark
2(c)(iv)	<p>Promotion</p> <ul style="list-style-type: none"> • The website promotion is good as so many people have the internet (1) • Advertising in major UK newspapers is good for attracting business people (1) but not for incoming tourists (1) as they will not see the adverts in their country (1) • The direct mail shots to frequent flyers will be good for attracting business people (1) because they are the ones most likely to fly frequently (1) and they will see these especially if sent by email to business address (1) • Using social bookmarking sites such as Twitter is good because word of mouth is very powerful (1) and many people both in the UK and across the world use these sites (1) so Flybe should gain business/incoming tourist custom if reviews are positive (1) 	(3)

Question Number	Answer	Mark
3(a)(i)	<p>Up to 2 marks available for each promotional technique. 1 mark for giving a correct promotional techniques and 1 mark for applied description of how used. No marks for description of promotional material</p> <p>Eg</p> <ul style="list-style-type: none"> • Sales Promotion (1) which has been used by giving 25% on National Trust gift membership in discount (1) <p>OR</p> <p>Sales Promotion (1) which has been used in the chance to win a break in a National Trust cottage/receive a Coast Book (1)</p> <ul style="list-style-type: none"> • Direct Marketing (1) which has been used by sending the material to members (1) 	(4)

Question Number	Answer	Mark
3(a)(ii)	<p>Up to 4 marks available for explanation of how techniques will be effective at reaching the target market of members of the National Trust/potential members of the National Trust. Award for explanation if promotional material used instead of technique. No marks for description/explanation of content without reference to promotional technique and/or material. No marks awarded for stating chosen technique/material</p> <p>Eg</p> <ul style="list-style-type: none"> • Sales Promotion (0) • Because members are already interested in the product (1) and promotion and discounts is a good idea (1) because they are tempted by feeling it is a bargain (1) and this will provide impetus to actually buy (1) • Direct marketing is a good technique to use with members because then they can look at it and know it is aimed at them (1) and they think the National Trust is recognising them as members (1) so they feel valued and more disposed to buying (1) as they feel the product will benefit them as the organisation knows what they like (1) 	(4)

Question Number		Answer
3(b)		Likely themes in responses:
QWC		<ul style="list-style-type: none"> • Economic – with so many companies going out of business because of the recession customers are looking for added protection for their money and ABTA bonded travel agents offer this added security • Economic – Kuoni will be paying more when customers book through travel agents as they provide 10% to them rather than the 5% discount they offer to customers booking through their website • Economic – can share costs of advertising/direct marketing/sales promotions with travel agents so bringing down costs • Competition – Kuoni have realised that customers are turning more to Travel Agents in this recession so it makes sense to work with them rather than compete against them • Competition – because Kuoni are working with Travel Agents this will give them an advantage over other companies who still offer discounts online/to customers who book direct and therefore do not receive many bookings through Travel Agents
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	<p>Basic responses that are mainly descriptive/theoretical. Possible limited reasoning/application.</p> <p>The candidate uses everyday language and the responses lack clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Responses with some analysis/application. Responses may have clear application and some analysis or some application and clear analysis. Some reference to promotional activities.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Focused responses with sustained analysis and application.</p> <p>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.</p>

Question Number	Answer	Mark
4(a)	<p>Up to 2 marks available for each suggestion. Up to 4 marks available for each justification. Suggestions must be different otherwise they will only be credited once.</p> <p>Eg Families with young children</p> <p>Suggestion</p> <ul style="list-style-type: none"> • Sales Promotion (1) offering that children go free if with a fee paying adult (1) • Advertising (1) Produce leaflets showing what NVR has for families (1) <p>Justification</p> <ul style="list-style-type: none"> • It is cheaper for them (1) • Families like a bargain (1) as they have so many expenses (1) • Because families tend not to have a lot of disposable income (1) so therefore a free child offer would be appealing (1) and it is likely something they would like to do together as a family (1) • Leaflets can be taken away to be read (1) • Leaflets can be put in places where families with young children tend to go (1) such as nurseries/doctors surgeries (1) so they are likely to be seen by the target market (1) <p>Adults for evening events</p> <p>Suggestion</p> <ul style="list-style-type: none"> • Direct marketing (1) – send letters to current friends of NVR (1) • Public Relations (1) – a press release could be sent to regional newspaper/TV (1) <p>Justification</p> <ul style="list-style-type: none"> • Friends of NVR likely to be interested in communication from NVR (1) • By sending communication directly to friends of NVR these are people already interested in product (1) therefore they are more likely to support something that helps the railway (1) and they will be adults which are target market (1) • A press release is free to NVR (1) • The press release would be read by local people (1) who could be the target market (1) and then they may support the events if they look good (1) 	(10)

Question Number	Answer	Mark
4(b)	<p>No marks for stating primary research method. Up to 2 marks available for explanation of why chosen method is an example of primary research.</p> <p>Eg Questionnaire undertaken by NVR</p> <ul style="list-style-type: none"> • Because the research was undertaken by NVR with their customers (1) which means they were communicating directly with their own customers (1) • Primary research is when the company conducts research with their own customers (1) not by looking at figures or answers not specifically related to the company's own customers (1) 	(2)

Question Number	Answer	Mark
4(c)	<p>Up to 2 marks available for description of market research method NVR could use. Do not credit methods of undertaking questionnaires eg telephone survey</p> <p>Eg</p> <ul style="list-style-type: none"> • Look at the sales/income of another similar tourist attraction (1) and compare these to their own sales/income to see if they are attracting the same numbers of customers (1) • Get the national figures on average salaries and income (1) and see whether people's disposable income is more or less this year (1) 	(2)

Question Number	Answer	Mark
5(a)	<p>Up to 4 marks available for suggestions. Up to 2 marks available realistic budget proposals.</p> <p>Eg</p> <p>Families willing to pay more for luxury accommodation</p> <ul style="list-style-type: none"> • 4 x ½ page adverts in national press (Sunday Times) - £40000 (1) in May (1) • 1000 free meals for those booking 5 nights or more £10000 (1) • Total £50000 (1) <p>Adults wanting to 'revisit their youth' or learn to dance</p> <ul style="list-style-type: none"> • 4 x ½ page adverts in 1950's memorabilia magazine - £5000 (1) in September (1) • 3 x ½ page adverts in ballroom dancing magazine - £6000 (1) • £10 off £40 cost of caravan in June (1) for 1000 nights £10000 (1) • 5 Journalist days £5000 (1) • 2 x ¼ page advert in National newspaper £10000 (1) • Total £39000 (1) 	(4)

Question Number	Answer	Mark
5(b)	<p>Up to 8 marks available for explanation. Max 3 marks if not referring to the customer types the caravan park wishes to attract.</p> <p>Eg</p> <ul style="list-style-type: none"> • The adverts need to be in national papers to get the greatest coverage of readers (1) • Using a paper like the Sunday Times which tends to be read by people who earn more money (1) they could be the target market for the luxury chalets (1) • Families do have less money in the recession (1) so even if they are paying for luxury accommodation the free meal offer will attract them (1) • The adverts in specialist magazines will be seen by the target market (1) for the themed weekends and will attract similar types of people (1) so that BCP can theme the weekend with enough people (1) • The journalist days will allow them to see the facilities (1) and because the themed weekends are a bit different (1) that might persuade the journalists to run the story (1) • The 25% discount will be attractive for the themed weekends as it is unlikely to be the main holiday (1) so the money off means they are more likely to treat themselves (1) and bring more money in for BCP in a quiet month (1) 	(8)

Question Number	Answer	Mark
6(a)	<p>Up to 6 marks available for description of campaign. Max 2 marks if not a campaign</p> <p>Up to 2 marks available for promotional techniques Up to 2 marks available for promotional materials Up to 2 marks available for where/how materials used</p> <p>Eg Alton Tower Launch for new season</p> <ul style="list-style-type: none"> • The main technique they used was advertising (1) and they used a variety of materials from advertising. They also used Direct Marketing (1) • Alton Towers has a leaflet about the start of the new season (1) plus a TV advert giving details of dates (1) • The advert was shown on regional television in areas close to Alton Towers (1). The leaflet was sent out to past customers (1) 	(6)

Question Number		Indicative Content
6(b) QWC		<p>Likely themes in responses:</p> <p>Suggestions</p> <ul style="list-style-type: none"> • Change the timings of the radio adverts • Change the images used in the promotional material to show images of the new target market they are trying to attract <p>Justifications</p> <ul style="list-style-type: none"> • So that they can be heard when the new target market is commuting eg business people would hear radio adverts between 5.30-6.30 if coming home by car • If people see materials with pictures similar to themselves they are attracted to it because they think their peers need it/have it so they should
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	<p>Basic responses that are mainly descriptive/theoretical. Possibly limited reasoning/application.</p> <p>The candidate uses everyday language and the responses lack clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Reference to a variety of themes and an attempt at assessing effectiveness through costs vs increased business. Responses with some analysis/application. Responses may have clear application and some analysis or some application and clear analysis.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Clear reference to a variety of themes. A clear understanding demonstrated of costs vs increased business. Focused responses with sustained analysis and application.</p> <p>The candidate uses specialist terms consistently and the responses show good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

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