

Mark Scheme (Results)

Summer 2014

GCE Travel and Tourism (6996/01)

Unit 10: Promotion and Sales in Travel and
Tourism

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information, please visit our website at www.edexcel.com.

Our website subject pages hold useful resources, support material and live feeds from our subject advisors giving you access to a portal of information. If you have any subject specific questions about this specification that require the help of a subject specialist, you may find our Ask The Expert email service helpful.

www.edexcel.com/contactus

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at:

www.pearson.com/uk

June 2014

Publications Code UA038062

All the material in this publication is copyright

© Pearson Education Ltd 2014

Question Number	Answer	Mark
1 (a) (i)	One mark available for correct answer <ul style="list-style-type: none"> • Establish(ing) rapport 	(1)

Question Number	Answer	Mark
1 (a) (ii)	One mark available for correct answer <ul style="list-style-type: none"> • Determining customer needs and expectations 	(1)

Question Number	Answer	Mark
1 (a) (iii)	One mark available for correct answer <ul style="list-style-type: none"> • After-sales service 	(1)

Question Number	Answer	Mark
1 (b)	Up to three marks available for explanation. For example: <ul style="list-style-type: none"> • Firstly you would need to overcome their objections (1) which could involve finding a better match for them or explaining the benefits of the holiday suggested(1) • This is the stage when the sales person may have to overcome objections(1) which may be raised because people may be unsure whether their needs are being met(1) once they feel comfortable you can move to closing the sale(1) 	(3)

Question Number	Answer	Mark
1 (c)	<p>Up to 8 marks available. Maximum 6 marks available if only one customer type considered or only one material considered.</p> <p>e.g</p> <ul style="list-style-type: none"> • Retired people would not normally be travelling at peak travel times when people commuting to work travel(1) so they are unlikely to see the leaflet offering free upgrades(1) • The leaflet offering free upgrades to first class on Fridays and Mondays should appeal to retired people(1) as they often prefer receiving actual materials rather than emails(1). However the fact that these are hand out at peak times when people commuting to work travel (1) would mean they may not receive or see them(1) • The posters at all stations would be seen by most rail travellers including the retired(1) and the links to Luton and St Pancras might appeal as they often travel more as they have more time(1) and look for easy travel as they don't want any problems(1) • Business people are very likely to receive the leaflets offering free first class upgrades as the early travel times are when they are likely to be travelling to and from work(1). However the times of the upgrades are not good as they are offered at times when these people would be at work(1) unless they were planning a long weekend break and taking holidays on a Friday and Monday(1) • The posters would be seen by business people waiting for their train(1) and if they are travelling on business they might be attracted by the easy links to the airport and flights abroad(1) or Eurostar and Europe(1). They might also remember this when planning leisure breaks too(1) as they will be seeing the posters every day for a while. 	(8)

Question Number	Answer	Mark
2 (a) (i)	<p>Up to 2 marks available for definition of promotional technique</p> <p>For example:</p> <ul style="list-style-type: none"> • Techniques are the term applied to types of activities so all TV adverts, radio advertising leaflets are part of the technique of advertising(1) • These are the overarching terms used for different types of promotional activities that can be used(1) for example sales promotion includes any type of special offer(1) 	(2)

Question Number	Answer	Mark
2 (a) (ii)	<p>Up to 2 marks available for definition of media. Maximum 1 mark for examples.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Method by which a company communicates with its customers(1) e.g. TV, leaflets(1) • Communication channels(1) that a company uses to reach customers and potential customers(1) 	(2)

Note: For Question 2(b), 4 marks in total if not referring to the objectives.

Question Number	Answer	Mark
2 (b) (i)	<p>Up to 3 marks for P relating to the objectives. Max. 1 mark for description of P without explanation.</p> <p>Product For example:</p> <ul style="list-style-type: none"> • There are plenty of products that would keep grandchildren occupied(1) such as the rides and animals aimed at their age group(1) and the grandparents might enjoy the gardens which is what older people tend to like(1) • The fact that Paulton Park can offer tickets which include accommodation might appeal to European visitors(1) as they will have travelled too far to visit the Park for a day trip(1) but having two days might attract them to make the journey as the Park offer so much(1) 	(3)

Question Number	Answer	Mark
2 (b) (ii)	<p>Up to 3 marks for P relating to the objectives. Max. 1 mark for description of P without explanation.</p> <p>Price For example:</p> <ul style="list-style-type: none"> • There is a reduction in the prices for people over 60(1) which may encourage grandparents to visit as some of them will be over 60 years(1) and if they have young grandchildren most of them will be under 1 metre high so they will get in for free(1) • The fact that very young children under 1 metre tall get in for free might attract families(1) For taller children they have to pay the adult price(1) and this makes the Park seem quite expensive as most other places do offer a child reduction(1) 	(3)

Question Number	Answer	Mark
2 (b) (iii)	<p>Up to 3 marks for P relating to the objectives. Max. 1 mark for description of P without explanation.</p> <p>Place For example:</p> <ul style="list-style-type: none"> • The place is well situated if you have a car as it is just off the motorway junction(1) However some grandparents might not like to drive and then it is a bit of a taxi drive away from the nearest railway stations(1) which might make it too complicated and expensive to visit(1) • European visitors are likely to find the place of the Park convenient especially if they are travelling by car (1)as they can come via ferry if they are close enough to towns with connections to Portsmouth and Poole (1) and the main Eurotunnel is not too far away either which could make the Park great for a mini break(1) 	(3)

Question Number	Answer	Mark
2 (b) (iv)	<p>Up to 3 marks for P relating to the objectives. Max. 1 mark for description of P without explanation.</p> <p>Promotion For example:</p> <ul style="list-style-type: none"> • The fact that everything can be booked via the internet might be helpful to visitors from Europe(1) as they do not need to ring up and try and speak English(1) However the fact that the website is all in English will not help them overcome the language barrier(1) • Some older people do not feel comfortable with technology (1) so the extensive use of it by the Park may mean many grandparents without internet will not see the marketing materials(1) so they will rely on other methods which they may not see if they live away from the area and don't listen to the radio(1) 	(3)

Question Number	Answer	Mark
2 (c)	<p>Up to 4 marks available for explanation. Max 2 for description. Objectives may be implied.</p> <p>For example:</p> <ul style="list-style-type: none"> • If one of the 4Ps is weaker than the others this makes everything less effective(1) For example if price is too expensive people will not buy regardless of amount of promotion(1). If the place either physical location or access to the product is difficult(1) then people will be put off regardless of cost or effectiveness of product because it is seen as too difficult to get(1) • If the product is promoted to the wrong people(1) by being placed in publications targeting people too old or too young(1) then the product may be rejected (1) not because it is bad but because it doesn't suit those people(1) 	(4)

Question Number		Indicative Content
* 2(d) QWC		<p>Likely themes in responses:</p> <ul style="list-style-type: none"> • Profitability – more profitable organisations can afford more expensive promotional activities and often the most profitable are international large brands such as British Airways, IHG etc who can afford widespread expensive TV advertising making it difficult for smaller companies who have to use cheaper methods • Economic – if there is an economic boom then organisations are willing to take the risk and promote in a wide variety of ways as they know people have the money to respond to and book • Economic/profitability – if there is a recession less people will be spending money which will have an impact on profitability which means organisations will have less to spend on promotional activities and may go for less activity or change to cheaper types of promotion
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive/theoretical. Possible limited reasoning/application. Limited reference to promotional materials. One theme only likely to be examined.</p> <p>The candidate uses everyday language and the response lacks 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. May only focus on one factor.</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>Focussed responses with sustained analysis and application. Frequent reference to promotional activities. Both factors analysed.</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
<p>3 (a)</p> <p>(i)</p> <p>(ii)</p>	<p>Up to 2 marks available for each method. Up to 3 mark for each justification. Do not credit repeats.</p> <p>For example:</p> <p>Methods Primary</p> <ul style="list-style-type: none"> • Questionnaires(1) sent by email/post to all past customers(1) • Focus groups(1) made up from past customers <p>Justifications Primary</p> <ul style="list-style-type: none"> • This will give the organisation a detailed breakdown of the market segments(1) as they can put specific detail into questions like specific age groups/income brackets(1) • The focus group will provide more detail and being there physically means Go Away Airlines can see their ages etc. and make judgments (1) also they can ask any questions on the spot as they occur to them(1) <p>Method Secondary</p> <ul style="list-style-type: none"> • Look at their past sales/ticketing information(1) held on their database(1) <p>Justification Secondary</p> <ul style="list-style-type: none"> • Relatively cheap to undertake as data is already there for other purposes(1) and is definitely involving the customer information of people who have already travelled with them(1) 	<p>(8)</p>

Question Number	Answer	Mark
3 (b)	<p>Up to 6 marks available for explanation. Max 2 marks for description</p> <p>For example:</p> <ul style="list-style-type: none"> • An organisation can be much more focused in its promotional activities(1) as it knows precisely who it is aiming at (1) which means it can look at specific promotional materials/activities known to attract this market segment(1). For example if an organisation wants to gain more business travellers it knows to promote in publications these people read(1) or to gain business emails so they can target directly(1) rather than generic adverts which may not be seen by this specific target market(1) • It stops organisations from spending money on promotions that target everyone(1) as they can focus specifically on the methods known to attract their target market(1). For example if trying to attract younger people(1) they may build up their profile on facebook/twitter(1) which is known to be extensively used by younger people(1) and then an organisation will be associated with that type of younger brand profile(1) 	(6)

Question Number	Answer	Mark
4 (a) (i)	<p>1 mark available for correct answer</p> <ul style="list-style-type: none"> • Personal selling 	(1)

Question Number	Answer	Mark
4 (a) (ii)	<p>1 mark available for correct answer</p> <ul style="list-style-type: none"> • Advertising 	(1)

Question Number	Answer	Mark
4 (a) (iii)	<p>1 mark available for correct answer</p> <ul style="list-style-type: none"> • Sales promotion 	(1)

Question Number	Answer	Mark
4 (a) (iv)	<p>1 mark available for correct answer</p> <ul style="list-style-type: none"> • Public relations 	(1)

Question Number		Indicative Content
* 4(b) QWC		<p>Responses may include:</p> <ul style="list-style-type: none"> • More targeting of the specific market Barrhead is trying to attract in Promotional Campaign 2 as going directly to the people who have attended conferences in the past so more likely to return if the conference is an annual event which many are • The direct email is personal and the web-link to the hotel site lets them respond immediately if people are interested in staying • The PR in the local paper should advise local businesses of the small business rooms for hire which may be useful as many organisations do not have space in their own premises so if the hotel gets a favourable review this should attract attention from the right market segment • If the PR exercise with the journalists throws up problems with the hotel this might work against the promotional campaign • Placing a series of adverts in national papers may attract new business but not necessarily targeting the business market • The conference centre putting the flyers in joining packs as all the control – there is no guarantee the flyers will be put in all the packs and by the time joining packs are sent out many/most may have already booked their hotel accommodation
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive/theoretical. Possible limited reasoning/application. Limited reference to promotional campaigns. May only refer to one campaign.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Responses with some evaluation/application. Responses may have clear application and some evaluation or some application and clear evaluation. Some reference to promotional campaigns and both campaigns could be considered.</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	Focussed responses with sustained evaluation and application. Frequent reference to both promotional

	<p>campaigns. At this level candidates likely to consider some negative aspects.</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 (c) (i)	<p>Up to 4 marks available for suggesting suitable promotional campaign. Max 3 marks per material</p> <p>For example:</p> <ul style="list-style-type: none"> • TV campaign of 6 adverts(1) running after Christmas until February half term(1) • Leaflets placed inside magazines read by families(1) such as Mothers and Toddlers(1) in the January, February and March editions(1) • Sponsor social media site(1) such as Mumsnet(1) 	(4)

Question Number	Answer	Mark
4 (c) (ii)	<p>Up to 4 marks available for justification of suggested promotional campaign</p> <p>For example:</p> <ul style="list-style-type: none"> • The TV advert run will start at a time when families are traditionally together at Xmas(1) and they may be starting to think about future breaks(1) • Putting leaflets inside magazines aimed at their target market means they are more likely to be seen (1) and the hotel is showing it is specifically targeting families(1) • Many parents look to social media sites like Mumsnet for advice/guidance (1) so anything associated with the site will give parents confidence it is good (1) 	(4)

Question Number	Answer	Mark
5 (a)	<p>Up to 8 marks available. Up to 2 marks available for use of correct promotional techniques. Up to 2 marks available for use of correct promotional materials. Up to 4 marks available for relevant description of promotional campaign. Marks increase with detail</p> <p>e.g.</p> <p>Local. Bannatynes gym membership</p> <ul style="list-style-type: none"> • Bannatynes used Direct Marketing(1) and Sales Promotion(1). They sent a direct email mailshot(1) to all local businesses offering a 10% reduction in fees to all their employees(1) who joined the gym between January and April (1). The campaign bought a local database (1) and targeted all medium and large businesses within a 5 mile radius of the gyms location(1) offering these special discount rates(1) <p>National. Easyjet summer schedules</p> <p>Easyjet uses advertising (1) and sponsorship (1) to promote its new summer schedules. They used advertising on their website(1) and in national newspapers(1) outlining their new destinations for the summer (1) and their lowest prices available if booked early(1). They also sponsored a TV programme(1) which is liked by one of their main target markets(1)</p>	(8)

Question Number	Answer	Mark
5 (b)	<p>Up to 6 marks available for explanation. Max 2 marks for description e.g.</p> <ul style="list-style-type: none"> • More emphasis would be placed on promotional methods easily seen by tourists from other countries such as websites (1) and perhaps add different language buttons to help these tourists read the information (1) The internet can be seen worldwide and is relatively easy to adapt. (1) • However would need to know of the organisation to look it up on the web (1) so might also place advertisements in national papers (1) in the country where you want to attract tourists from (1) • Would also contact hotels in the area that receive incoming tourists (1) and give them leaflets in different languages (1) to display/give out to tourists(1). 	(6)

Total for Paper – 90 marks

