

Mark Scheme (Results)

Summer 2015

Pearson Edexcel GCE Travel and
Tourism (6996) Paper 1
Promotion and Sales in Travel &
Tourism

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1 (a) (i)	1 mark available for stating correct sales process stage e.g. <ul style="list-style-type: none"> • Determine customer needs and expectations (1) Accept the following: <ul style="list-style-type: none"> • Determine the customer(s) needs and expectations • Establish the customer(s) needs and expectations • Determine the needs and expectations • Identify the customers needs and expectations • Identifying the customers needs and expectations • Identify the customer needs and wants • Determine/ing customer needs and wants 	(1)

Question Number	Answer	Mark
1 (a) (ii)	2 marks available for description of sales process stage e.g. <ul style="list-style-type: none"> • This is where you ask the customer open questions(1) such as when are you thinking of travelling, how many people will be travelling(1) • You need to find out what the customer is looking for(1) whether they are looking for luxury or budget accommodation for example(1) 	(2)

Question Number	Answer	Mark
1 (b)(i)	<p>1 mark available for stating correct sales process stage</p> <p>e.g.</p> <ul style="list-style-type: none"> • Outline features and benefits <p>Accept the following:</p> <ul style="list-style-type: none"> • Outline/ing features and benefits • Explain the features and benefits of the product 	(1)
1 (b)(ii)	<p>2 marks available for description of sales process stage</p> <p>e.g.</p> <ul style="list-style-type: none"> • This is where you describe the product you have chosen for the customer(1) and you tell them how the product will meet what they say they want(1) • This is where you tell the customer how the holiday will benefit them specifically(1) such as having a sea view if that is what they want(1) 	(2)

Question Number	Answer	Mark
1 (c) (i)	<p>1 mark available for appropriate skill or quality related to the situation</p> <p>E.g.</p> <ul style="list-style-type: none"> • Patience (1) • Good communication skills(1) <p>Credit any other valid response.</p>	(1)

Question Number	Answer	Mark
1 (c) (ii)	<p>Up to 2 marks for explanation.</p> <p>E.g.</p> <ul style="list-style-type: none"> • It may be aggravating and difficult to hear the family with a small child distracting the mother(1) so if Iwailo can stay calm and devote more time he can ensure he hears correctly so he can meet their needs(1) • Iwailo has to find out what is needed by using good questioning and listening skills (1) so that he can ensure that the family gets all the information required when they cannot fully concentrate on what he is saying(1) 	(2)

Question Number	Answer	Mark
1 (d) (i)	<p>1 mark available for appropriate skill or quality related to the situation</p> <p>E.g</p> <ul style="list-style-type: none"> • Good body language (1) • Professional manner (1) • Efficient (1) 	(1)

Question Number	Answer	Mark
1 (d) (ii)	<p>Up to 2 marks for explanation.</p> <p>E.g</p> <ul style="list-style-type: none"> • The business man does not want to talk with Iwailo whilst he is on the phone(1) so Iwailo must show his customer service through smiling and eye contact rather than speaking(1) • The business man is being rude, however Iwailo must not react badly (1), instead he must remain professional and deliver a quality service(1) 	(2)

Question Number	Answer	Mark
2 (a) (i)	Up to 2 marks available for description of marketing communications. e.g <ul style="list-style-type: none"> • This is the promotions part of the marketing mix(1) • The messages used to reach customers(1) to inform them about their promotions/ services/ products (1) 	(2)
Question Number	Answer	Mark
2 (a) (ii)	Up to 2 marks available for description of media. e.g <ul style="list-style-type: none"> • The method by which an organisation gets its information across(1). • The means of communication that reach or influence people widely (1), such as radio and television, newspapers and magazines (1). 	(2)

Question Number	Answer	Mark
2 (b)	<p>Up to 12 marks available for discussion related to the objective. Max 4 marks per P. Max 10 if they don't discuss all 4Ps. Max 2 marks for description only</p> <p>e.g.</p> <p>Product</p> <ul style="list-style-type: none"> • Chewton Glen doesn't offer that many bedrooms to accommodate delegates attending a large conference (1) which would mean that conference organisers would have to find additional accommodation elsewhere which could be off-putting(1) • Meeting rooms can only accommodate up to 140 people so larger conferences would not fit into the venue(1) <p>Price</p> <ul style="list-style-type: none"> • This is a very expensive hotel which might put conference organisers off (1) as they would normally have a maximum budget per head(1) which would normally be less than this • All of the prices mentioned suggest this is an expensive hotel(1) which would put off many wedding organisers/families having to pay to feed all their guests(1) <p>Place</p> <ul style="list-style-type: none"> • The fact that the hotel can be booked through airline booking systems would be good for European people attending conferences (1) as it would be easy for them to book a room with their flight(1) • The hotel is easily accessible both from London and via two airports which would be good for attracting guests from both the UK and Europe(1) as they can get there easily by air, train or car as required(1) <p>Promotion</p> <ul style="list-style-type: none"> • The website can advertise the hotel to a wide audience(1) but the fact that the content is only in English means that European people may struggle to understand(1) • The regular newsletter will only go to past customers which may not help them with their current objective as these are a different/new target markets(1) which may not have visited the hotel before so won't receive the newsletter(1) 	(12)

Question Number	Answer	Mark
<p>2 (b) continued</p>	<p>General</p> <ul style="list-style-type: none"> • The hotel's products could be very suitable to attracting wedding parties as these do not tend to be as large as conferences (1). The park land surrounding the hotel and the variety of restaurants offered could give much choice to the bride and groom for their special day (1). However the price would be too expensive for many (1). The place sounds easy to get to for a variety of UK visitors due to the number of motorways nearby plus rail options (1). However European wedding parties are still more likely to choose a better known area such as London because it is such a hub (1). The P, promotion, is a weak link as there is nothing specifically for the wedding market(1) <p>Do not award for answers relating to what the hotel could do.</p>	

Question Number	Answer	Mark
2 (c)	<p>Up to 6 marks available for explanation. Max 2 for description. Max 4 marks if only cover either placement or design. 3x2, 2x3 e.g.</p> <p>Placement</p> <ul style="list-style-type: none"> • You will place your advert where wealthier people are likely to see it(1) such as upmarket magazines for expensive items such as cars (1) • If advertising a luxury brand in a magazine/newspaper you will choose one associated with quality(1) such as Sunday Times/Vogue.(1) These are aspirational to many people and this sort of advertising placement encourages the dream/image/quality feel(1) <p>Design</p> <ul style="list-style-type: none"> • The design will show images of expensive products(1) to reinforce the idea that this is upmarket (1) • When promoting a luxury brand your materials have to imply luxury too.(1) So materials, if paper based must be of thick quality paper as this again seems expensive and part of the image (1) and the images used will suggest a lifestyle to aspire to. (1) 	(6)

Question Number		Indicative Content
* 2(d) QWC		<p>Up to 8 marks for analysis. Likely themes in responses:</p> <ul style="list-style-type: none"> • Legal – a number of cases have been brought against low cost airlines as often the headline price advertised did not include necessary charges such as taxes so the prices were misleading to the public. This has meant airlines now have to show all necessary costs upfront which does make the initial figure look expensive sometimes • Legal- sometimes tour operators have advertised all-inclusive but when holiday makers have arrived at the hotel they have extras to pay for that they were not aware of so now tour operators need to set out clearly what is included so they are not misleading the public. • Environmental – as paper becomes more expensive this becomes a cost issue for organisations who can save money by using websites • Environmental – as people become less reliant on paper and more au fait with technology, so different promotional methods have been developed such as social media – Twitter, Facebook and online review sites are increasingly use such as Trip Advisor
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Limited analysis that is mainly descriptive/theoretical. Possible limited reasoning/application. Limited reference to promotional activities. One factor 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>Some analysis/application. Responses may have clear application and some analysis or some application and clear analysis. Some reference to promotional activities. Both factors may be considered with reference to one or two specific examples.</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>Detailed analysis and application. Clear reference to promotional activities. Both factors considered with reference to a range of specific examples.</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
3 (a) (i)	<p>Up to 2 marks available for description. e.g.</p> <ul style="list-style-type: none"> • Peter Pan Land could advertise a competition(1) where the winner could get free entry into the park(1) • Peter Pan Land could provide a discount coupon in the advert(1) which customers cut out and bring to the park when visiting to claim their discount(1) 	(2)

Question Number	Answer	Mark
3 (a) (ii)	<p>Up to 2 marks available for explanation. e.g.</p> <ul style="list-style-type: none"> • By seeing how many people respond by entering the competition (1) this could provide a measure of how many people saw the advert(1) • Peter Pan Land can count the number of discount vouchers brought to Peter Pan Land(1) and this will give them an idea of how many people saw the advert and were motivated by it to visit(1) 	(2)

Question Number		Indicative Content
*3(b) QWC		<ul style="list-style-type: none"> • Secondary research such as analysing the recent attendance and/or sales figures would be needed to ascertain whether the owner is correct in believing customer numbers are falling • Trying to get attendance figures from the new competitor wouldn't be much use as it hasn't been open long enough to generate useful figures • Sales figures on their own are quite limited as don't indicate customer satisfaction levels and figures may be down for reasons that are nothing to do with the venue such as weather, falling disposable income etc. • Focus groups could be useful as they could be made up of a variety of different stakeholders so get a rounded view of everyone's feelings • Questionnaires could be fully targeted at getting quantitative data which is what is needed for Peter Pan Land when opinions are sought • Questionnaires can be time consuming to create and collect information to analyse
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Limited analysis that is mainly descriptive/theoretical. Possible limited reasoning/application. Likely to be giving theory about different market research methods.</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>Some analysis/application. Responses may have clear application and some analysis or some application and clear analysis. They may focus on just two different types of market research</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>Detailed analysis with sustained application. At this level a wide range of market research methods both primary and secondary will be considered. Both positive and negative aspects will be considered.</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) (i)	<p>Up to 2 marks available for description. e.g. Direct marketing</p> <ul style="list-style-type: none"> • This is a technique used to send promotions directly to a person via a letter or email (1) • This techniques makes use of databases holding information on potential customers (1) such as their address or email to send promotions directly to them(1) 	(2)

Question Number	Answer	Mark
4 (a) (ii)	<p>Up to 2 marks available for description. e.g. Sponsorship</p> <ul style="list-style-type: none"> • This is when one organisation pays money to another to feature their logo. (1) to display their name on the front of a football team's shirts(1) • This is when an organisation may support another one by providing money(1) for maybe a charity event where their name will feature on the promotional material(1) 	(2)

Question Number		Indicative Content
4(b)		<p>Appropriateness</p> <ul style="list-style-type: none"> • Good to start with a sales promotion to catch the eye (+) • Price of membership very clear and savings highlighted (+) • Very small writing (-) • No map or information about the number of facilities you can visit with membership (-) • Very clear instructions of how to join so making action easier (+) • The leaflet can be kept once the magazine has been disposed of (+) • The leaflet can be given to friend or family member who is a keen gardener (+) • Lots of people regard leaflets as junk and put them straight in the bin (-) <p>Target market</p> <ul style="list-style-type: none"> • Images showing keen gardeners (+) • Young people in images may not be target market (-) • Pictures of children may persuade grandparents (+) • National Trust is more linked to historical properties than gardening so may not work (-) • Age of National Trust members may be similar to those who want to visit RHS gardens so maybe a good idea (+)
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited evaluation that is mainly descriptive/theoretical. Possible limited reasoning/application. Likely to just look at writing, pictures (AIDA) and comment on these.
2	4-6	Some evaluation/application. Responses may have clear application and some evaluation or some application and clear evaluation. At this level they may or may not move away from AIDA type evaluation and look at either appropriateness of placement in NT magazine or relevance of target market in images. Positive and/or negative aspects will be considered.
3	7-8	Detailed evaluation with sustained application. At this level they will move away from AIDA type evaluation and look at both appropriateness of placement in NT magazine and relevance of target market. Both positive and negative aspects will be considered.

Question Number	Answer	Mark
4 (c) (i)	<p>Up to 4 marks available for description. Max 2 marks per material. Max 3 marks if time scale not included e.g.</p> <ul style="list-style-type: none"> • Run an advert in a business paper like the Financial Times(1) during Sept and Oct for 6 weeks(1). The advert could include details such as being able to change business bookings at short notice if meeting times change(1) • Give out leaflets on flights over summer months(1) highlighting the additional services they can offer business customers such as free lounge entry at airport(1) • Sponsor a prize at an event for Small Medium Enterprises (SMEs)(1) during the first few months of the year(1) 	(4)

Question Number	Answer	Mark
4(c)(ii)	<p>Up to 6 marks available for explanation. For max marks timescales must be explained. Marker of (ii) needs to be able to see answer in (i) e.g.</p> <ul style="list-style-type: none"> • Running an advert in the FT means it will be seen by large numbers of business people who read the paper(1) and they will be back in work mode in Sept/Oct after the summer holidays so are more likely to be travelling for business(1) and the additional services may attract them as they are saving money on low cost flights and not losing services(1) • Some of the most likely people to book with the airline are people who have had a good experience with them in the past(1) so although they may be leisure passengers on holiday in the summer, at other times of the year they may be likely to be travelling for business(1) and the free lounge entry means they can get on with work activities whilst waiting for the flight to depart(1) • Sponsoring an event will give Flightair presence(1) and show that they are serious about attracting the business market(1) and the first few months of the year are another peak time for business travel so having their name on the promotional material will remind business travellers of their service(1) 	(6)

Question Number	Answer	Mark
5 (a)	<p>Up to 6 marks available for description of campaign. Max 2 marks if not a campaign. Marks increase with detail and use of promotional terminology e.g.</p> <p>Alton Towers Launch for the new season</p> <ul style="list-style-type: none"> • The main technique they used was advertising (1) and they used a variety of materials form 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 the dates (1). The advert was shown on regional television in areas close to Alton Towers (1). The leaflet was sent out to all past customers (1). <p>TUI Summer season</p> <ul style="list-style-type: none"> • TV advert featuring a family with a stressed dad (1) who becomes more relaxed as holiday progressed and spends more time with his wife and small children (1). • Emails sent to past customers (1) outlining offers for families during the school summer holidays (1) • Brochures sent out for early bookings (1) offering cheap/free child places (1) on a number of specific dates (1) 	(6)

Question Number		Indicative Content
5(b)		<p>Likely themes in responses</p> <ul style="list-style-type: none"> • Number of different promotional techniques and materials used which should mean more people see the campaign • Advert in over 50s magazine good as target market of older people who are likely not to have school age children will see it • No advert in rambler magazine is a missed opportunity • Direct marketing/email will be good as could attract past customers who already know and like the Sand and Surf caravan park as they have been before • Total expenditure on campaign is £9750 but additional monies taken is £12,500 so they have made more money than have spent and this business may return again giving them even better returns • Have achieved their goal of increasing specific target markets
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited evaluation that is mainly descriptive/theoretical. Possible limited reasoning/application. Limited reference to promotional materials. One theme only likely to be examined.
2	4-6	Some evaluation/application. Some reference to promotional activities. More than one theme examined and an attempt at assessing effectiveness through costs v increased business.
3	7-8	Detailed assessment with clear and sustained application. Frequent reference to promotional activities. A variety of themes examined and a clear understanding demonstrated of costs v increased business.

Total for Paper – 90 marks

