

Write your name here

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Other names

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Edexcel GCE

Centre Number

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Candidate Number

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Travel and Tourism

Advanced

Unit 10: Promotion and Sales in Travel and Tourism

Wednesday 21 June 2017 – Morning

Time: 1 hour 30 minutes

Paper Reference

6996/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed – *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions. Write your answers in the spaces provided.

Travel and tourism organisations use different approaches to sell their products and services. These may be face-to-face, by telephone or electronic (e.g. email).

1 (a) (i) Describe a skill/quality needed to sell a product or service effectively face-to-face. (2)

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(ii) Explain why the skill/quality you have described in 1(a)(i) is important when selling face-to-face. (2)

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(b) (i) Describe a different skill/quality needed to sell a product or service effectively over the telephone. (2)

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(ii) Explain why the skill/quality you have described in 1(b)(i) is important when selling over the telephone. (2)

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(c) (i) Describe a skill/quality needed to sell a product or service effectively by email. (2)

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(ii) Explain why the skill/quality you have described in 1(c)(i) is important when selling by email. (2)

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(Total for Question 1 = 12 marks)



2 Identify the stage of the sales process outlined in each of the following statements. (3)

(a) (i) 'Describing the product(s) that will best suit a customer's requirements.'

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(ii) 'Making a positive initial relationship with a customer.'

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(iii) 'Moving a customer towards the payment stage.'

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You work in a travel agency and have just served a young couple who have booked and paid for their honeymoon.

(b) (i) Identify the next stage in the sales process for the travel agent. (1)

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(ii) Describe what this stage involves for the travel agent. (2)

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(Total for Question 2 = 6 marks)

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Two key factors in the business environment likely to affect promotional activities are:

- competition
- technology.

***(d)** Analyse how these factors can affect the promotional activities of travel and tourism organisations. You should refer to examples you have researched in your answer.

(8)

Area with horizontal dotted lines for writing the answer.

(Total for Question 3 = 28 marks)



4 (a) Describe the following terms:

(i) promotional materials

(2)

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(ii) communication channels.

(2)

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(b) Describe the promotional techniques being used in each of the following situations:

(i) a Premier League football team wearing shirts with the logo of a tour operator

(2)

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(ii) the marketing department of a hotel group using the company database to send a promotional email about the opening of a new hotel.

(2)

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(c) Describe an example of personal selling.

(2)

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Use the following information to answer Question 4(d).

DFDS Seaways

DFDS Seaways is a ferry company offering ferry crossings from the UK to the following destinations:

- Dover to Dunkirk or Calais: car and up to 9 passengers from £39
- Newhaven to Dieppe: car and up to 2 passengers from £78
- Newcastle to Amsterdam: car and up to 4 passengers from £38 per person.

DFDS Seaways also offers mini cruises to Amsterdam giving customers a taste of what cruising is like. The Newcastle to Amsterdam route additionally offers:

- 'gourmet' breaks from £108 per person
- Amsterdam music festival breaks from £85 per person
- New Year's Eve mini cruises from £189 per person
- cruise and hotel inclusive breaks from £128 per person.

There are overnight ferries between Newcastle and Amsterdam seven days a week in both directions. Customers can enjoy a peaceful night's sleep in a range of en-suite cabins.

When sailing to Amsterdam, eating options include serviced restaurants offering à la carte options, all-you-can-eat buffets, or snacks in the various available cafes.

Routes between the UK and France offer packages including the ferry crossing and accommodation in either Center Parcs Europe or Disneyland Paris.

On the shorter ferry routes to France there are reclining seats available. There are up to 50 daily sailings between Dover and France.

On board all the ferries, facilities include shops, restaurants, play areas, cinemas and bars.

DFDS Seaways was named the 'World's Leading Ferry Operator' in the 2014 World Travel Awards, for the fifth consecutive year.

DFDS Seaways advertises through its website, which is in English. It also advertises in British national newspapers and through shared advertising via travel agencies.

(Source: adapted from <http://www.dfdsseaways.co.uk>)



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Two objectives that the management of DFDS Seaways have for the coming year are to:

- attract more European visitors to use its ferries to come to the UK
- attract more high spending UK customers.

(d) Discuss how each of DFDS Seaways, current marketing mix (4Ps) may work for or against these objectives being achieved.

(12)

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(e) Explain why DFDS Seaways must ensure that the different components of its marketing mix (4Ps) work together effectively to meet its objectives.

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(Total for Question 4 = 26 marks)



The following travel promotion appeared in the 'Waitrose Kitchen' August 2015 magazine, distributed free to customers. This edition of the magazine featured an Italian cooking special with recipes.

Discovering Italy...

<p>Venice from the Water</p> <p>4 nights full board from £745</p> <p>Stay on the MS Michelangelo at a fine mooring on the waterfront close to St. Mark's Square. Enjoy sailings through Venice lagoon and to the picturesque fishing port of Chioggia, with optional excursions to St. Mark's and Doges' Palace and Padua. Drinks on board included.</p>	<p>In the Company of Angels</p> <p>4 nights from £425</p> <p>Spend a few days in Rome, the 'Eternal City' at the Casa per Ferie di Santa Emilia de Vialar, with the Sisters of the Order of St. Joseph of the Apparition. Optional walking tours available - the Vatican & Ancient Rome and Secret Rome. No Single Supplement (limited availability).</p>	<p>Grand Hotel on Lake Como</p> <p>7 nights from £775</p> <p>Lake Como takes its beauty from flower-filled gardens and lakeside towns set against a backdrop of the southern Alps. Enjoy a week at the Grand Hotel Meraggio with optional visits to Milan and St. Moritz. No Single/Lake View Supplement (limited dates/availability).</p>
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VOYAGES JULES VERNE

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www.vjv.com/waitrose

ABTA logo and other accreditation logos.

Sales & Information: Monday to Friday 9am to 7pm and Saturdays 9am to 5pm

Facebook, Twitter, Q+, and Pinterest social media icons.

(Source: adapted from 'Discovering Italy' *Waitrose Kitchen*, August 2015)



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(b) (ii) Suggest **one** other promotion Voyages Jules Verne could use to increase customer numbers. Justify your suggestion.

(4)

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(Total for Question 5 = 18 marks)

TOTAL FOR PAPER = 90 MARKS



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