

Mark Scheme (Results)

GCE Travel and Tourism (6996/01)

Unit 10: Promotion and Sales in Travel
and Tourism

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Summer 2016

Publications Code 6996_01_1606_MS

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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.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
 - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
 - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
 - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

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Question Number	Answer	Mark
1 (a) (i)	One mark available for correct answer <ul style="list-style-type: none"> • Overcome/Overcoming Objections • Overcoming customer objections • Overcoming problems/concerns DO NOT AWARD FOR OVERCOMING OBJECTIVES	(1)
Question Number	Answer	Mark
1 (a) (ii)	One mark available for correct answer <ul style="list-style-type: none"> • Close/Closing a/the sale • Completing sale 	(1)
Question Number	Answer	Mark
1 (a) (iii)	One mark available for correct answer <ul style="list-style-type: none"> • Establish/Establishing Rapport • Establish a/the rapport 	(1)

Question Number	Answer	Mark
1 (b) (i)	<p>One mark available for identification</p> <p>e.g.</p> <ul style="list-style-type: none"> • Excellent listening skills • Clear pronunciation <p>Accept any other appropriate answer.</p>	(1)
Question Number	Answer	Mark
1 (b) (ii)	<p>Up to three marks available for explanation. For full marks explanation must refer to the importance of the skill to effectively sell over the telephone.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Customers rely much more on other senses rather than being able to see the product in a brochure (1). • You have to rely heavily on the one sense of hearing (1) as you cannot see the person and you cannot watch their body language(1) so you must listen to every word they are saying and how they are saying it – confidently or as a question(1). • The customer on the other end of the telephone cannot look at your face or body language to gain extra clues about what you are saying(1) therefore they need to rely on the one sense of hearing(1) and clear pronunciation will make communication and understanding easier in this situation(1). <p>Accept any other appropriate answer.</p>	(3)

Question Number	Answer	Mark
2 (a) (i)	<p>Up to 3 marks available for explanation. For max marks response must be specific to direct marketing and refer to the objective of the organisation.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Past customers are some of the easiest for a successful business to attract back (1) therefore sending material directly to past customers to promote themselves should greatly help them to increase their number of repeat visitors (1). • As the customers have been before Sea View will be able to personalise the marketing materials sent (1) so the customer is more likely to engage with it (1) and take action to contact Sea View / re-book (1). <p>Accept any other appropriate answer.</p>	(3)
Question Number	Answer	Mark
2 (a) (ii)	<p>Up to 3 marks available for explanation. For max marks response must be specific to advertising and refer to the objective of the organisation.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Country Rail Travel's objective is just to get as many customers as possible – there is no reference to cost being an issue(1) therefore the organisation needs to get itself recognised and remembered by as many people as possible(1) and the easiest way to do this is to advertise on TV or in national newspapers that many people watch and read(1). • It can appeal to wide variety of target markets (1) because they could have a TV advert which millions of people could see (1) so bookings are likely to increase (1). 	(3)

Question Number	Answer	Mark
2 (a) (iii)	<p>Up to 3 marks available for description. For max marks response must be specific to public relations and refer to the objective of the organisation.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Book Today offers work experience to young people (1). • Public relations can include materials referring to charity works undertaken by an organisation or donations made (1) such as having a press release highlighting how the money raised has helped a good cause in the local area (1). • Invite the local mayor and local press (1) to a prize giving ceremony at Book Today for successful students (1) and encourage them to write an article about the ceremony (1). 	(3)

Question Number	Answer	Mark
2(b)	<p>Up to six marks available for discussion. Max four if only advantages/disadvantages discussed. Max two marks for list.</p> <p>E.g</p> <p>Advantages</p> <ul style="list-style-type: none"> • The leaflet can be targeted at a specific market(1) the market are more likely to feel wanted and therefore positive about the message(1) • Effectiveness of the selling message can be increased(1) as it can be adapted to specifically attract the target market(1) for example when producing a leaflet for primary school groups the message needs to attract teachers(1) so it would be good to link the message to the needs of the curriculum(1) <p>Disadvantages</p> <ul style="list-style-type: none"> • These are two very different target markets with different geographical spread(1) so it will be difficult to come up with a meaningful message for both in a generic leaflet(1) • It will be very costly to write and produce two different leaflets(1) as they will take more time to design (1) and also each will be printed in lower numbers than if you had one generic leaflet(1) which will add to the cost as you normally get a reduction per unit if printing higher numbers(1) 	(6)

Question Number	Answer	Mark
2 (c) (i)	Up to 2 marks available for description E.g. <ul style="list-style-type: none"> • Boarding data (1) • Past sales figures (1) of people travelling on their flights (1). Accept any other appropriate answer.	(2)
2 (c) (ii)	Up to 2 marks available for explanation e.g <ul style="list-style-type: none"> • Sales figures can identify the number of economy and business seats sold separately(1) which would allow Premier Air to see the most popular class of travel(1) • Boarding card data would indicate how many economy or business class seats were full/empty over this time (1) which would allow the airline to calculate the numbers of people who bought tickets in each class(1) 	(2)

Question Number	Answer	Mark
2 (d) (i)	<p>Up to 2 marks available for description. Do not award if a secondary research method is used. E.g.</p> <ul style="list-style-type: none"> • Premier Air could send a questionnaire(1) to its new frequent flyer members(1). • Premier Air could run a focus group(1) with people fitting the profile of those they are targeting for their frequent flyer programme as well as those who have joined(1). <p>Accept any other appropriate answers.</p>	(2)
Question Number	Answer	Mark
2 (d) (ii)	<p>Up to 2 marks available for explanation. E.g.</p> <ul style="list-style-type: none"> • The questionnaire could ask specific questions about where members first saw the promotion for the frequent flyer programme(1) as asking the specific question would allow the airline to see whether more saw it in the financial press or on their website and therefore gauge effectiveness(1). • Focus groups are good forums for asking in depth and specific questions (1) which would be good in this instance as Premier Air can probe to find out specifically what was effective for those who joined (1). <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
3 (a)	<p>Up to 12 marks available. Max 8 marks if all 4Ps are not covered. Max 2 marks for description only</p> <p>e.g.</p> <p>Product</p> <ul style="list-style-type: none"> • The Skegness resort does not appear to have been designed to attract the business market (1) because this market will not want to stay in apartments or shared bathrooms (1) and also they do not have a dedicated conference suite (1). • There are lots of products in the Skegness Resort that would attract families with pre-school children (1) which would appeal as there is plenty to keep these customers busy all day (1) However there is no mention of child care or babysitting which would be limiting for parents wanting relaxation (1). <p>Price</p> <ul style="list-style-type: none"> • There is one price mentioned that is relevant specifically to the business market – that of team building activities (1) so therefore it would be easy to deduce that they will not attract this market (1). In addition the price may be too cheap as businesses often want to show they are treating their staff on business occasions (1). • Prices mentioned are for Easter and Summer holidays only (1) so there are no prices specifically mentioned targeting the pre-school out of school holiday market (1) which means this is a missed opportunity to attract this price conscious market (1). <p>Place</p> <ul style="list-style-type: none"> • The Skegness resort is on a beach which will attract families (1) as all children are drawn to the sea/sand and parents are nostalgic about their childhood holidays by the seaside (1). The website is available 24/7 which is good because it allows the parents to look at this when their children are in bed (1). • The Skegness resort is 2 hours the nearest city (1) which means it is a long way for many businesses to come for an event or 	(12)

	conference (1) because businesses in the main are close to good transport links (1).	
3 (a) (Continued)	<p>Promotion</p> <ul style="list-style-type: none"> • There is an events brochure but no mention of direct marketing to businesses in the area (1) this means that many organisations will not think of using Butlins for business events because they associate with family holidays (1). However the company will have been noticed by some businesses due to the award it has won (1). • Families may be attracted by the English website especially as it is likely to have pictures (1) because young children are always drawn to pictures of other children (1). The brochure too will contain information about how the resorts can entertain families which again will be an incentive for families to book (1). <p>Accept any other appropriate answer.</p>	(12)

Question Number	Answer	Mark
3(b)	<p>Up to 4 marks available for explanation. Max 2 for description. E.g.</p> <ul style="list-style-type: none"> • Magazines aimed at parents are providing messages and articles to entertain and help them so any advert placed there will be seen by this target market (1). • If advertising a family brand in a magazine you will choose one that aims to attract a readership that includes families (1) like Parents Magazine or Family Fun (1). • Many adverts appealing to families with small children will actually contain content designed to attract the children (1) this is because 'pester-power' is very powerful (1) • The adverts will contain pictures of cartoon characters or children similar in age (1) as this will catch the child's eye and attract them (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number		Answer
*3(c)		<p>Indicative Content</p> <p>Profitability</p> <ul style="list-style-type: none"> • Profitable organisations can afford more expensive promotional activities • International large brands such as British Airways, IHG etc who can afford widespread expensive TV advertising • Recession - reduced budgets <p>Competition</p> <ul style="list-style-type: none"> • New companies entering marketplace • Companies trying to increase their market share • Companies faced with competition may switch to direct marketing and sales promotion to compete. <p>Accept any other appropriate answers and examples</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Limited response. Descriptive rather than evidence of analysis.</p> <p>Limited consideration of factors affecting promotional activities. May not include examples.</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>Clear analysis.</p> <p>Factors affecting promotional activities are considered in some detail. Some use of relevant 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.</p> <p>Both factors affecting promotional activities are fully considered in detail. Appropriate use of relevant examples to support analysis.</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)	Up to 2 marks available. E.g. Communication Channels <ul style="list-style-type: none"> • The methods by which companies promote their products to customer (1) for example this could be through a TV advertisement (1). • How an organisation 'talks' to its customers (1) to increase awareness of its brand and products/services(1) • reinforce the association with the brand(1) 	(2)
4 (a) (ii)	Up to 2 marks available. E.g. Corporate Communications <ul style="list-style-type: none"> • As part of their branding organisations develop their logos and colours they are associated with(1) and these then are included in all literature and communication (1). • British Airways has a distinctive logo and uses the red, white and blue (1) they consistently apply these from aircraft (liveries) to uniform to pen (1). 	(2)
4 (a) (iii)	Up to 2 marks available. E.g. Point of Sale <ul style="list-style-type: none"> • These are items that are promoted when the customer is at the place of purchase(1) so for example insurance policy leaflets could be on the desk where customers in a travel agents book their travel arrangements(1) 	(2)

Question Number	Answer	Mark
4 (b) (i)	<p>The technique that should be identified is Sales Promotion. Up to 2 marks available for description</p> <p>e.g.</p> <ul style="list-style-type: none"> Put banners on their website (1) to show 20% off all children prices(1) <p>No marks awarded for stating Sales Promotion</p>	(2)
Question Number	Answer	Mark
4 (b) (ii)	<p>Up to 2 marks available for explanation</p> <p>e.g.</p> <ul style="list-style-type: none"> Many families start their research into holiday destinations by going on the internet so the banner should be seen by most(1) and the 20% off for children will therefore catch their eye as it provides value for money so people will book with them rather than competitors (1). Family groups are one of the most price sensitive as they have so many outgoings(1) therefore sales promotions will be especially good at attracting this group as they will be saving money (1). <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4 (b) (iii)	<p>Up to 2 marks for description. E.g. Display</p> <ul style="list-style-type: none"> Exotic Locations could ensure its brochures are displayed in long haul destination areas of travel agents (1) <p>Sponsorship</p> <ul style="list-style-type: none"> Exotic Locations could sponsor a team which plays a sport associated with aspiration (1) for example horse jumping/polo(1) <p>No marks awarded for identifying chosen technique</p> <p>Accept any other appropriate answer.</p>	(2)
Question Number	Answer	Mark
4 (b) (iv)	<p>Up to two marks available for explanation e.g</p> <ul style="list-style-type: none"> If Exotic Locations ensures its brochures are displayed in the area of a travel agency associated with expensive/special holiday bookings then this will ensure the image of the company is associated with the other luxury brands it is beside(1) because customers see all these brands as offering more luxury and are happy to pay the premium for the brand(1) Sponsorship of a sport associated with aspiration(1) therefore they are the most likely people to book with the brand and be happy to pay higher prices so making Exotic Locations appear as luxury brand name(1) <p>Accept any other appropriate answer.</p>	(2)

Question Number		Answer
4(c)		<p>Indicative Content</p> <ul style="list-style-type: none"> • AIDA references – small picture, heading not very eye catching, good use of lead price banner • Limited information on the hotels yet accommodation will be a key part of the package that customers will want information on before booking • No information on what entertainments will be available/what the excursions will entail • Price banner with lead price from £169.99 is very good as will seem good value for money for all the days away • Placement in a local paper means limited opportunity to be seen by a wide geographical audience
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Limited response. Descriptive rather than evaluative.</p> <p>Demonstrating limited reasoning. Might not include conclusions.</p> <p>One aspect only likely to be examined, usually AIDA. Improvements if mentioned likely to be non-specific.</p>
2	4-6	<p>Clear evaluation.</p> <p>Demonstrates reasoning and includes some justified conclusions.</p> <p>More than one aspect examined. At least one improvement recommended.</p>
3	7-8	<p>Detailed evaluation.</p> <p>Consistent reasoning with justified recommendations and conclusions.</p>

Question Number		Answer
*5(a)		<p>Indicative Content</p> <ul style="list-style-type: none"> • Quite a lot of money to spend • Very small percentage booked through travel agencies 4.1% and only another 0.3% likely in the next few years • Value of UK bookings often very low and if on commission travel agents not getting a lot of money for the effort involved • Provides opportunity to gain new customers to book overseas holidays/sell additional UK breaks to customers booking their overseas travel • May take some time to make significant changes in booking behaviour • May increase domestic bookings/holidays generally but not necessary through travel agents
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Limited response. Descriptive rather than evaluative.</p> <p>Demonstrating limited reasoning. Might not include conclusions.</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>Clear evaluation.</p> <p>Demonstrates reasoning and includes some justified conclusions.</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 evaluation.</p> <p>Consistent reasoning with justified conclusions.</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
5 (b)	<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</p> <p>e.g.</p> <p>Local people living within 50 miles of facility</p> <ul style="list-style-type: none"> • Travel Agency campaign • Museum or theme park campaign <p>Incoming tourists to the UK</p> <ul style="list-style-type: none"> • Tourists attending a specific event such as Olympic/Commonwealth games • Attraction targeting incoming visitors 	(6)

Total for Paper – 90 marks