



Mark Scheme (Results)

Summer 2017

Pearson Edexcel GCE
In Travel and Tourism (6996)
Unit 10: Promotion and Sales in Travel
and 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)	<p>Up to 2 marks available for description of face-to-face skill/quality.</p> <p>For example:</p> <ul style="list-style-type: none"> • Making good eye contact (1) • Good visual impression is important (1) such as well presented uniform and neat hair/make up.(1) • Good interpersonal skills (1) such as looking friendly and enthusiastic by smiling (1) <p>Accept any other appropriate answer. Do not credit repeat answers from 1(b)(i) and 1(c)(i).</p>	(2)
Question Number	Answer	Mark
1(a)(ii)	<p>Up to 2 marks available for explanation of importance of face-to-face skill/quality described in 1(a)(i).</p> <p>For example:</p> <ul style="list-style-type: none"> • Eye contact because you can observe the customers facial expressions (1) so you are able to identify if they are interested in what you are selling to move onto the next stage of the selling process (1). • If you are friendly and enthusiastic you will give the customer confidence (1) as you believe in the product they are more likely to buy the product (1). <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
1(b)(i)	<p>Up to 2 marks for description of telephone skill/quality.</p> <p>For example:</p> <ul style="list-style-type: none"> • Active listening skills (1) hearing everything the customer is saying(1) • Clear speaking skills (1) by pronouncing words without mumbling (1) <p>Accept any other appropriate answer. Do not credit repeat answers from (1)(a)(i) and 1(c)(i)</p>	(2)

Question Number	Answer	Mark
1(b)(ii)	<p>Up to 2 marks available for explanation of importance of telephone skill/quality described in bi).</p> <p>For example:</p> <ul style="list-style-type: none"> • Active listening skills are important as you need to gain understanding of customer needs (1) as you cannot see their reactions you need to listen to their tone of voice carefully (1). • Clear diction is important because if the customer has to ask you to repeat yourself (1) they will soon lose interest in what you are trying to sell (1). <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
1(c)(i)	<p>Up to 2 marks for description of electronic skill/quality.</p> <p>For example:</p> <ul style="list-style-type: none"> • Good computer skills (1) • Use of persuasive language (1) • Ability to create attention grabbing headlines (1) • Effective written communication (1) by spelling correctly and writing coherently (1) <p>Do not credit repeat answers from 1(a)(i) and 1(c)(i). Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
1(c)(ii)	<p>Up to 2 marks available for explanation of importance of electronic skill/quality described in ci).</p> <p>For example:</p> <ul style="list-style-type: none"> • Persuasive language will spark interest so that people reading it are likely to engage (1) and move forward to the next selling stage (1). • Good computer skills so can respond quickly and appropriately (1) such as selling through the use of photos, links, attachments etc (1). <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
2(a)(i)	<p>Award one mark for:</p> <ul style="list-style-type: none"> • Outline features and benefits <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
2(a)(ii)	<p>Award one mark for:</p> <ul style="list-style-type: none"> • Establish rapport <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
2(a)(iii)	<p>Award one mark for:</p> <ul style="list-style-type: none"> • Closing a sale <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
2b(i)	Award one mark for: <ul style="list-style-type: none"> • After sales service 	(1)
2b(ii)	Up to 2 marks available for description For example: <ul style="list-style-type: none"> • Arranging complimentary flowers and champagne (1) in their room • Sending an email to ask how the holiday was (1) reminding the clients how good you are and how eager you are to book their next holiday (1). Accept any other appropriate answer. Do not accept ancillary sales.	(2)

Question Number		Indicative Content
*3(a) QWC		<p>Responses may vary but are likely to include:</p> <ul style="list-style-type: none"> • Diamond Air needs to promote quickly to achieve its first objective because once the flights have taken off in a few weeks' time they will not be able to recoup losses from these empty seats • A quick sales promotion needs to occur to try and reach the first objective as reduced prices could catch the eye of late bookers and make them think they are getting a bargain so book • Diamond Air needs to advertise its seat availability and pricing on national media so that a wide range of potential customers see it as they need a lot of customers to reach they objective at a late stage • To reach the second objective Diamond Air should try to build its brand image as this will be important for business and first class customers who expect the best • Advertising in upmarket broad sheets and magazines should be planned in the summer and early autumn as these are the types of literature the potential target customers read and this will be when they are thinking of their winter/spring breaks
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Limited response that is mainly descriptive. Generic statements not applied to scenario. The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.
2	4-6	Clear assessment. They may focus on just one promotional technique and positive or negative aspects. Clear application to the scenario. 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.
3	7-8	Detailed assessment with sustained justification. At this level both promotional techniques will be considered. Both positive and negative aspects will be considered. Consistent application to scenario. 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.

Question Number	Indicative Content		Mark
3b	<p>Responses may vary but are likely to include:</p> <ul style="list-style-type: none"> • The company could use secondary research to count the number of additional bookings they receive after placing these promotions which if there is an increase could show customers are reacting to the promotions and taking advantage of them • Seaview could put a code on their website/printed newsletter that customers need to quote when booking the discounted packages so then the hotel could count to number of customers using the code to book and therefore know precisely how effective this promotion was at attracting people to book • The company could place a questionnaire on their website which customers could complete this could ask questions such as whether they noticed the discounted package promotions the answers to which would provide indications as to the effectiveness of these promotions 		(6)
Level	Mark	Descriptor	
	0	No rewardable material	
1	1-3	Limited response that is mainly descriptive.	
2	4-6	Clear recommendations appropriate for the scenario with justified conclusions evident.	

Question Number	Answer	Mark
3c	<p>Up to 6 marks available for explanation. Max 2 marks for description.</p> <p>For example:</p> <ul style="list-style-type: none"> • Hotels do not waste money on promotions that ineffectively target everyone. (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 and is cost effective. (1) • A hotel can be much more focused (1) on its promotional activities as it knows precisely who it is aiming at which means it can look at specific promotional materials/activities known to attract this market segment (1). For example if a hotel wants to gain more business travellers it knows to promote in publications these people read (1) and feature the facilities they provide relevant to their needs (1) or to gain business email addresses so they can target them directly(1) rather than generic adverts which may not be seen by this specific target market(1). <p>Accept any other appropriate answer.</p>	(6)

Question Number		Indicative Content
*3(d) QWC		<p>Responses may vary but are likely to include:</p> <p>Competition</p> <ul style="list-style-type: none"> • When a competitor reduces prices travel and tourism can be a very price sensitive market and companies will have to respond by introducing sales promotions to compete. One market especially sensitive is flight/airline prices. Monarch and Easyjet tend to have similar prices to the same destinations. This is because customers see one flight seat as very similar to another – there is limited differentiation other than in price. This is a disadvantage to customers as low cost airlines have not developed competitive edges to any degree really so are totally reliant on winning on price comparison. • Going to new destinations is part of product development for tour operators so they advertise these new destinations which have novelty value for customers. However the competition quickly moves in to take some of these new markets so the company only has the new destination advantage for a short time. This is a disadvantage to all tour operators as the set up costs to go to new destinations is much more expensive but it is what brings many customers looking for a new and different experience. <p>Technology</p> <ul style="list-style-type: none"> • Virtual tours on hotel and tour operator websites have grown dramatically so it is now seen as a disadvantage if you do not offer this option. However virtual tours are an issue as they are expensive to maintain and if the rooms/facilities change after the tour has been produced the hotel is not being showcased to best advantage. • With the development of 4G and ipads/tablet computers travel organisations have needed to update their websites to ensure they are compatible with all these new and increasingly popular ways of accessing the internet. If they are not they are likely to be rejected and lose custom. However updating to ensure compatibility is expensive. <p>Examples</p> <ul style="list-style-type: none"> • Alton Towers uses twitter and Facebook.
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Limited analysis that is mainly descriptive/theoretical. Limited reference to promotional activities. Few examples.

		The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.
2	4-6	Clear analysis. Both factors may be considered with reference to one or two specific examples. 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.
3	7-8	Detailed analysis. Sustained reference to promotional activities. Both factors considered in detail with reference to a range of specific examples. 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.

Question Number	Answer	Mark
4a(i)	Up to 2 marks available for description of promotional materials. Max one mark for examples. e.g. <ul style="list-style-type: none"> • Newspaper/TV adverts (1) • These are the actual leaflets/brochures/discounts (1) produced in a promotional campaign(1) • Any combination of media that provides customers with descriptive information regarding services (1) material can include brochures, email, websites (1) Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
4(a)(ii)	Up to 2 marks available for description of communication channels e.g. <ul style="list-style-type: none"> • Facebook/ Twitter etc. (1) • A type of media through which a message is communicated. (1) • The methods used to talk to potential customers(1) about the products/services the company is trying to sell(1) Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
4b(i)	<p>Up to 2 marks available for description e.g.</p> <ul style="list-style-type: none"> this is the technique of sponsorship(1) where the football club is paid (1) by a tour operator to allow them to display their logo <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4b(ii)	<p>Up to 2 marks available for description e.g.</p> <ul style="list-style-type: none"> this is the technique of direct marketing(1) where the department is sending promotional literature directly to their previous customers (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4(c)	<p>Up to 2 marks available for description e.g.</p> <ul style="list-style-type: none"> a travel agency selling a ferry ticket(1) to a customer sitting in front of them (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Indicative Content	Mark
4(d)	<p>Responses may vary but are likely to include:</p> <p>For example:</p> <p>Product</p> <ul style="list-style-type: none"> • The product should attract people from Europe to the UK because of the frequency of all ferry routes • The branding of ferries could be seen as quite downmarket(1) <p>Price</p> <ul style="list-style-type: none"> • Although the price does appear quite cheap because of the strength of the £ against the Euro this may put European visitors off • The low price could put higher spending UK customers off. <p>Place</p> <ul style="list-style-type: none"> • The variety of different ports that this company sails in and out of will be good at attracting both markets as Europeans will be coming from all over the continent • Website available 24/7 <p>Promotion</p> <ul style="list-style-type: none"> • Winning the awards for leading ferry company could promote the company and attract higher spending customers • The company does promote in a variety of places which means the product will be known by a wide variety of different customer types 	(12)

Level	Mark	Descriptor
	0	No rewardable material
1	1-4	Generalised response which may be description linking the stimulus material to the 4P's.
2	5-9	Clear and developed discussion covering 4P's although may lack justification.
3	10-12	Detailed and sustained discussions covering all 4P's and both objectives with clear reasoning and justification.

Question Number	Answer	Mark
4(e)	<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 DFDS's price is too expensive people will not buy regardless of the amount of promotion (1). If the place either physical location/ferry crossing arrival and departure points 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). • <p>Accept any other appropriate answer.</p>	(4)

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/or the use of promotional terminology e.g.</p> <p>Thorpe Park Launch 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 as a technique(1) • Thorpe Park has a leaflet about the start of the new season (1) plus a TV advert giving details of the dates and opening costs for group rates (1). The advert was shown on regional television in areas close to the Park (1). The leaflet was sent out to all schools who had brought school groups in the past (1). • <p>Eurocamp summer brochure launch</p> <ul style="list-style-type: none"> • TV advert featuring all the range of activities teenagers can undertake with or without their families (1) • Emails sent to past customers(1) outlining offers for families with older children during the school summer holidays (1) • Brochures sent out for early bookings (1) offering cheap/free teenage places (1) on specific dates (1). 	(6)

Question Number		Indicative Content
5(b)(i)		<p>Responses may vary but are likely to include:</p> <p>Appropriateness</p> <ul style="list-style-type: none"> • Very small writing • No indication of the standard of accommodation/facilities • Very clear information on what is included in each of the tours • Pictures wasted in terms of specific reference to the details of product being offered <p>Target market and placement</p> <ul style="list-style-type: none"> • Picking up specifically on the Italian themed recipes in the magazine so assuming readers will be interested in all things Italian • Free distribution • Wide distribution
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Limited evaluation that is mainly descriptive. Likely to just look at writing, pictures (AIDA) and comment on these.
2	4-6	Clear evaluation. At this level they will move away from just AIDA type evaluation and look at appropriateness of placement in the Waitrose magazine and relevance of target market. Positive and/or negative aspects will be considered.
3	7-8	Detailed evaluation with sustained application. At this level they will move beyond AIDA type evaluation and look at both appropriateness of placement of the advert in the Waitrose magazine and relevance of target market. Both positive and negative aspects will be considered.

Question Number	Answer	Mark
5(b)(ii)	<p>Up to 2 marks available for suggestion. Up to 2 marks available for justification of suggestion. e.g.</p> <ul style="list-style-type: none"> • They could advertise in magazines aimed at retired customers (1) such as Saga or the National Trust(1). This is because these people often have families that have grown up so they have more time/disposable income(1) so tend to go away on more short breaks to different destinations(1) • Voyages Jules Verne could look at their database of customers who have travelled to other destinations with them(1) and see if can get more repeat business, another way of increasing customer numbers(1). This is because people who have experienced the product before and have enjoyed it (1) are more likely to book again as they know what they are getting and hopefully like it(1) <p>Accept any other appropriate answer.</p>	(4)