



**ADVANCED GCE**  
**BUSINESS STUDIES**  
 Further Marketing

**2874**

Candidates answer on the Answer Booklet

**OCR Supplied Materials:**

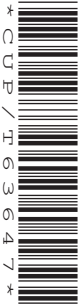
- 8 page Answer Booklet

**Other Materials Required:**

- Calculators may be used

**Tuesday 27 January 2009**  
**Morning**

**Duration:** 1 hour 30 minutes



**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- If you use additional sheets of paper, fasten the sheets to the Answer Booklet.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **60**.
- You will be awarded marks for the quality of written communication where an answer requires a piece of extended writing.
- This document consists of **4** pages. Any blank pages are indicated.



**A calculator may  
be used for this  
paper**

## BirdTown

BirdTown Park and Gardens was established as a tourist attraction in 1959 and is located in rural Gloucestershire. The site used to be a trout farm and prior to that, a poplar tree plantation. There are still over 150 trees that help to create a natural habitat for birds and other wildlife.

Many species of bird inhabit BirdTown. BirdTown is divided into a number of habitats which each house different types of birds:

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- water-based birds, including flamingos, pelicans, penguins, cranes, storks and waterfowl;
- caged birds, including parrots, falcons, hornbills, pheasants, toucans, pigeons and others;
- specialist houses. The Tropical, Desert and Toucan Houses are home to the more delicate species.

Other species also visit or live at BirdTown including fish, reptiles, amphibians and mammals.

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BirdTown is now owned and run by Judy and Gerry Bloor. A lifelong interest in birds and the opportunity to invest in the venture led to Judy and Gerry buying the business outright in 2007. Gerry has a business background and Judy is a fully qualified vet. They both felt that they were in an ideal position to develop the business satisfying their aim to make a profit and to fulfil a dream of working on a day-to-day basis with birds.

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BirdTown gains revenue from a number of different sources (profit centres). Admission to BirdTown is the major source of revenue, but there is also a Gift Shop, a Tea Shop and an Education Centre. Gerry has been trying to maximise the revenue from all four profit centres of BirdTown, but is aware that the main way of raising revenue is to get more people to visit the attraction.

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BirdTown is open every day of the year except Christmas Day and has a simple pricing structure. (See Table 1)

**Table 1 Prices**

Adults:	£5.50
Children:	£3.50
(4–15 year olds, under 4's are free)	
Senior Citizens:	£4.00
Family Ticket:	£16.00
(2 adults and up to 2 children)	
A 10% discount is offered to groups of ten or more.	

School visits to the Education Centre (includes admission to BirdTown) are set at a flat rate of £3.00 per child (teachers free).

BirdTown is promoted in many ways but Judy and Gerry rely heavily on word of mouth. They also distribute thousands of leaflets to hundreds of local hotels and tourist centres in the surrounding areas. Gerry has made strong commercial links with a number of coach companies and this has significantly increased revenue on 'quieter' weekdays.

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Gerry has attempted to assess the type of customer who visits BirdTown and is aware that higher socio-economic groups are more likely to visit.

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Gerry is aware that revenue is often dependent on the weather and so there is much seasonal variation in visitor numbers. This makes planning difficult and the seasonal variation has encouraged Gerry to carry out a time series analysis on the most recent data available. An extract from the calculated data is shown in Table 2a and Table 2b.

**Table 2 Time Series Analysis Data**

Table 2a: Quarterly Variations		Table 2b: Trend Data Predictions	
	Variations (£)		(£)
Q1	(70,000)	Q3 2009	350,000
Q2	32,000	Q4 2009	352,500
Q3	51,000	Q1 2010	355,500
Q4	(13,000)	Q2 2010	358,500

Gerry is keen to increase revenue at all times of the year and is looking to develop the facilities and attractions at BirdTown. He has looked into upgrading some of the attractions, for example, making them more interactive. A more 'hands-on' approach with the birds has been considered. Public viewing of penguin feeding times is also an option.

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Judy and Gerry have recently set an objective for BirdTown of increasing the revenue for the whole business by 10% in the next trading year. They know that to achieve this objective a marketing strategy for each profit centre needs to be developed. Gerry wonders whether he should start his planning with a SWOT analysis.

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Answer **all** questions.

- 1 (a) Discuss the factors that might cause potential customers of BirdTown Park and Gardens to visit the attraction. [16]
- (b) (i) Refer to Table 2a and Table 2b. Calculate the change in the predicted sales value between the third and fourth quarters of 2009. [4]
- (ii) Discuss how an understanding of time series analysis might assist Gerry in his planning for BirdTown. [10]
- 2 (a) Analyse how a SWOT analysis might help Gerry to assess BirdTown's current position. [6]
- (b) Analyse **two** ways in which successful marketing will help Judy and Gerry to achieve their business objectives. [6]
- (c) Develop and justify a marketing strategy that Gerry could use for BirdTown. [16]

