

# Mark Scheme (Results) January 2007

GCE

GCE Travel and Tourism (6996/01)

6996 01 Promotion and Sales in Travel and Tourism

Question	Answer	Mark Allocation
1(a)	Good Oral Communication (1) with clear enunciation. (2)	Up to 2 marks for each skill described. <b>6 marks</b>
1 (b)	Level 1 Say hello, introduce themselves to the customer, ask to sit down and offer a cup of coffee. (2)  Level 2 Start by asking their name and introduce yourself to them ask them why they are planning to travel and congratulate them on their anniversary, engage each of the couple by establishing eye contact. (4)	Level 1: 1-3 marks and those are basic responses mainly theoretical.  Level 2: 4-6 marks with detailed description clearly linked to scenario.  <b>6 marks</b>
1 (c)	Level 1 There are the atlas mountains. (1)  Level 2 There are the atlas mountains that they can see if they book the excursion as they will see interesting scenery with beautiful valleys and tiny villages. (3)  Level 3 There are the atlas mountains that they can see if they book the excursion as they will see interesting scenery with beautiful valleys and tiny villages. They also want short transfers and Marrakech is only ten minutes from the airport and as they are apprehensive they can also have a private transfer which may make them feel more secure. (5)	Level 1 1 - 2 marks for basic responses.  Level 2 3 -4 marks for some explanation.  Level 3 5 - 6 marks for detailed explanation of more than one. Needs to be clearly linked to scenario.  <b>6 marks</b>
2 (a)	Market segmentation is the process of dividing the total market (1) into different segments each with similar characteristics. (2)	1 mark for basic explanation. 2 marks for detailed explanation.  <b>2 marks</b>
2 (b)	Level 1: I would have pictures of people having fun and a strap line 'it's hot down here'. (2) Level 2: I would have a picture of young people having fun because I am targeting young people and it will make them think it is a fun place and I will use 'it's hot down here' because it's an informal style that young people can associate with. (5)	Level 1: 1-3 marks responses mainly descriptive. Level 2: 4-6 marks explanation clearly linked to targeted market segment.  <b>6 marks</b>

Question	Answer	Mark Allocation
2 ( c ) ( i )	A telephone survey is where an organisation arranges for customers to be phoned up (1) and asked some questions in order to find out some information that DT can use. (2)	1 mark for basic description.  2 marks for detailed description.  <b>2 marks</b>
2 ( c ) ( ii )	<p>Postal questionnaires are when you send a survey through the post to gain information about the company's advertising. (2)</p> <p>Level 2 Postal questionnaires are when you send a survey through the post to gain information about the company's advertising so that they can decide if this was a good method. This would not be a good method of market research to measure the effectiveness because you do not know if they bought the magazine with the advert in. Analysis of sales figures allows you to look at previous sales and compare them with the sales taken during the campaign therefore allowing you to see if sales figures rose. (4)</p>	<p>Level 1 1-3 marks Basic response with some explanation.</p> <p>Level 2 4-6 marks Clear analysis relating to both methods.</p> <p><b>6 marks</b></p>
3 ( a )	<p>Public Relations is where an organisation provides information about its products and services(1) using radio, TV, in the press. (2)</p> <p>Direct Marketing - any form of marketing which allows companies to communicate directly (1) with the customer for example mail shot. (2)</p> <p>Advertising - where another organisation is paid to promote products and services (1) through a range of media such as TV and radio. (2)</p>	<p>2 marks for each technique described.</p> <p><b>6 mark</b></p>

Question	Answer	Mark Allocation
3 ( b)	<p>Level 1 Most companies are using the latest design technology which will produce materials faster and of better quality. (2)</p> <p>Level 2 Technology is improving everyday with research and development so sales promotions can be done much more effectively with less cost and less labour involved which means more savings for the company.(4)</p> <p>Level 3 Advertising can be more effective as DT can use technology to develop DVD's as well as more traditional leaflets giving customers a more real idea of what the resort is like therefore encouraging them to book. DT can use Direct mail shots which can become more effective as data on customers can be updated easily and therefore letters will not be sent to old addresses. DT can make Displays become much more interactive which holds the customers attention better and therefore has a better opportunity of persuading them to book. (7)</p>	<p>Level 1 1-3 marks for basic response that is descriptive with little reference to technique.</p> <p>Level 2 4-6 marks Detailed response with some analysis.</p> <p>Level 3 7-8 marks Detailed analysis linked to scenario.</p> <p style="text-align: right;"><b>8 marks</b></p>
3 (c)	<p>Level 1 By using adverts in newspapers or on TV people will see the companies name and be aware of what they sell.(2)</p> <p>Level 2 By using adverts on TV more people will see the company's name which will raise awareness. By sending a Press Release to the Manchester Evening News more people will be aware in the area of Manchester which is good. However, a direct mail shot to existing customers will not attract new customers as they are already known to have booked before.(4)</p> <p>Level 3 By using adverts on national TV this is very expensive and people from the south are unlikely to travel to Manchester to fly. This means that the company has spent a lot of money and is not generating enough money to be effective. The Press Release is targeting the right audience because the paper is a Manchester one and therefore they are likely to fly from Manchester which means they could attract new customers and therefore increase sales.(7)</p>	<p>Level 1 1-3 marks Basic responses.</p> <p>Level 2 4-6 marks Detailed responses with reference to aims.</p> <p>Level 3 7-8 marks Clear evaluation.</p> <p style="text-align: right;"><b>8 marks</b></p>

Question	Answer	Mark Allocation
3 (d)	<p>Level 1 There are images/pictures of Reykjavik so this gives customers an idea of what it might look like.(2)</p> <p>Level 2 There are no contact details, for example telephone number, venue, email address so customers cannot book to attend the exhibition and open evening. It lacks information on Reykjavik so you don't know what it is like.(5)</p> <p>Level 3 As above but must consider both positive and negative with detailed evaluation. -lacks structure - no colour - no web addresses/email - limited information - no time/date for exhibition/open evening - good structure</p>	<p>Level 1 1 - 3 marks for basic answers mainly descriptive.</p> <p>Level 2 4 - 6 marks for some evaluation.</p> <p>Level 3 7 - 8 marks for clearly detailed evaluation clearly linked to aims.</p> <p style="text-align: right;"><b>8 marks</b></p>
3 (e) (i)	<p>REYKJAVIK- NEW DESTINATION</p> <p>Interested for a holiday or weekend break?</p> <p>What: Reyjavik evening-exhibition and expert advice 30min video presentation</p> <p>When :</p> <p>Where : Madison Inn Manchester</p> <p>Who: All young couples and those looking for an exciting new destination.</p>	<p>For 4 marks language, content etc. must focus on target market.</p> <p style="text-align: right;"><b>4 marks</b></p>
3 (e) (ii)	<p>Level 1 It is very important for Darwin Tours to be aware of what it's competitors are doing so they will be able to maintain their share of the market by responding to changes. (2)</p> <p>Level 2 As above. Competition for Tour Operators is fierce. If an organisation reduces its prices Darwin Tours may have to alter their prices or have a sales promotion campaign in order to maintain market share. This is extremely important as there are so many Tour Operators supplying holidays and if they do not respond they will lose their customers. (4)</p>	<p>Level 1 1 - 3 marks for basic responses.</p> <p>Level 2 4 - 6 marks Detailed analysis.</p> <p style="text-align: right;"><b>6 marks</b></p>

Question	Answer	Mark Allocation
4 (a)	Sponsorship Sales Promotion Demonstration Personal selling.	Level 1 1 mark for each correct answer. <b>2 marks</b>
4(b)	<p>Level 1 Letter and brochure to all who have booked before. Display stand at World Travel Market and advertise in cinema. (2)</p> <p>Level 2 Letter and brochure to all who have booked before, this may encourage them to think about booking again. Display stand at World Travel Market and advertise in cinema which will target a large number of people. Regional Daily Newspaper and airports. (4)</p> <p>Level 3 Letters could be sent to customers who have previously booked to a similar location as these people may be interested in the new brochure. Advertise in National Sunday Newspaper in colour for two weeks at beginning of launch so as to maximise awareness. Advertise in regional daily newspaper once a week for the next two weeks. Promote on web site which people may see if they are browsing. Invites to customers to attend exhibition and open evening therefore you will have a direct audience, some of which will be genuinely interested if they have come along. Flyers and posters advertising new destination which may also generate some business. (7)</p>	<p>Level 1 1 - 3 marks for basic answers mainly descriptive.</p> <p>Level 2 4 - 6 marks for some explanation but with some omissions.</p> <p>Level 3 7 - 8 marks for detailed explanation covering all aspects of plan. Costs to be specified and totalled. No cost for items from promotional web site.</p> <p><b>8 marks</b></p>

Question	Answer	Mark Allocation
5	<p>Level 1 Alton Towers had campaigned for the new ride Oblivion. There was just TV and radio advertising and leaflets for that ride only. This means lots of people got to hear about it. (2)</p> <p>Level 2 Alton Towers had a campaign for the new ride Oblivion. They used a range of techniques and materials and had a large budget to work with so included TV advertising. It may seem like a large budget but they were also launching at the beginning of the season so they would have had similar sort of budget anyway. (4)</p> <p>Level 3 As above with further analysis related to specific activities.</p>	<p>Level 1 1-2 marks for basic responses. lacks detail but has some reasoning.</p> <p>Level 2 3 - 4 marks for analysis.</p> <p>Level 3 5 - 6 marks for developed responses with detailed and sustained analysis.</p> <p style="text-align: right;"><b>6 marks</b></p>
<b>TOTAL FOR PAPER: 90 MARKS</b>		