

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
TOTAL	



General Certificate of Education
Advanced Subsidiary Examination
June 2012

Travel and Tourism

TT05

Unit 5 Marketing in Travel and Tourism

Tuesday 22 May 2012 1.30 pm to 3.30 pm

For this paper you must have:

- a clean copy of the preliminary material.
- You may use a calculator.

Time allowed

- 2 hours

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 90.
- In Question 3(b) you will be marked on your ability to:
 - use an appropriate form and style of writing
 - organise relevant information clearly and coherently
 - use specialist vocabulary where appropriate.
 The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.



J U N 1 2 T T 0 5 0 1

There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



Answer **all** questions in the spaces provided.

1 Sea Life Centre is one of the brands owned by Merlin Entertainments.

1 (a) Name **two** brands, **other than** Sea Life Centre, owned by Merlin Entertainments.

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(2 marks)

1 (b) What is meant by a *brand* and why is a brand important?

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(4 marks)

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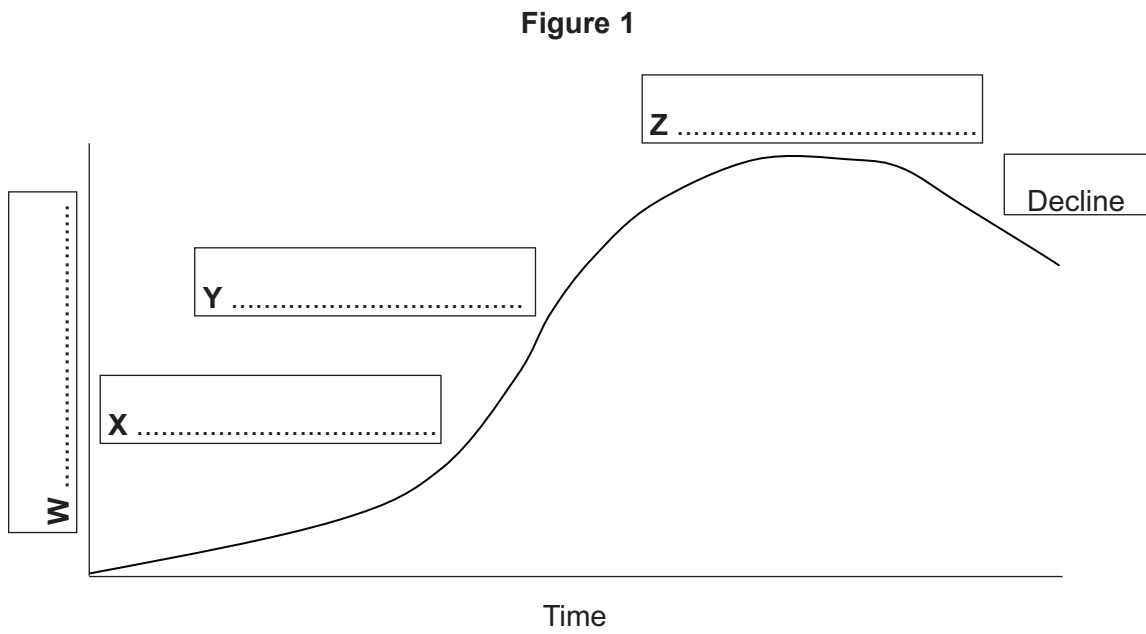
6

Turn over for the next question

Turn over ▶



2 Study the graph in **Figure 1**, which shows the Product Life Cycle.



2 (a) On **Figure 1**, label **W** (the vertical axis) and **X**, **Y** and **Z** (parts of the life cycle curve). *(4 marks)*

2 (b) The Sea Life Centre brand had entered the stage of decline before it was rejuvenated (revitalised) in 1999.

Give **three** reasons for the decline.

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(3 marks)



2 (c) Suggest **one** way in which a named travel and tourism product or organisation, **other than** Sea Life Centre, could be, or has been, rejuvenated to stop its decline.

Name of product or organisation

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(3 marks)

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Turn over for the next question

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3 Sea Life Centre works with partner organisations in order to promote itself.

3 (a) Name **one** travel and tourism organisation which carries out joint marketing in partnership with Sea Life Centre.

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(1 mark)

3 (b) Assess the advantages and disadvantages of joint marketing for both Sea Life Centre and other organisations.

Answer this question in continuous prose. The quality of written communication in your answer will be assessed.

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(9 marks)



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3 (c) Explain **two** ways in which Sea Life Centre encourages repeat custom.

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(6 marks)

16

Turn over ►



4 Study the SWOT analysis table on page 12 of the preliminary material.

4 (a) Which statements from the SWOT analysis table correspond to the following?

(i) Increased domestic tourism in Britain means more customers at Sea Life Centres.

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(ii) People lose (or fear that they will lose) their jobs in the recession.

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(2 marks)

4 (b) Suggest how Sea Life Centre could reduce:

(i) the possibility of serious incidents or accidents

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(ii) high staff turnover.

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(4 marks)



4 (c) For **one** travel and tourism organisation that you have studied (**other than** Sea Life Centre), evaluate the main opportunities found in its business environment.

Name of travel and tourism organisation

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12

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5 One of the target markets of Sea Life Centre is school parties.

5 (a) What is meant by *target market*?

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(2 marks)

5 (b) Identify the characteristics of the school parties target market that the Sea Life Centre should bear in mind when marketing to schools.

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(3 marks)

5 (c) Explain the methods that Sea Life Centre uses to attract visits from school parties.

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5 (d) Suggest **two target markets, other than** school parties that are important for Sea Life Centre.

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(2 marks)

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6 Page 8 of the preliminary material shows that Sea Life Centre uses two market research methods: visits by a *mystery shopper* and a *customer questionnaire*.

6 (a) (i) Explain how the method of *mystery shopper* works for the purpose of market research.

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(4 marks)

6 (a) (ii) Give **two** weaknesses of using a *mystery shopper* as a market research method.

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(2 marks)



6 (b) Outline the main advantages to Sea Life Centre of carrying out its *customer questionnaire* by using a computerised touch-screen system, rather than giving out paper questionnaires as in the past.

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Question 6 continues on the next page

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6 (c) Describe **one way other than** touch screens in which technology has affected the marketing activities of travel and tourism organisations.

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7 (a) Suggest how Sea Life Centre could measure the success of its promotional campaign with the fast-food restaurant (page 10 of the preliminary material).

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(3 marks)

7 (b) Every Sea Life Centre has a gift shop positioned in its foyer.

Explain the importance of the gift shop to Sea Life Centre.

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8 Page 11 of the preliminary material shows information about a 'Sea Life Adoption Scheme'.

Analyse the benefits for Sea Life Centre of operating this adoption scheme.

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END OF QUESTIONS

