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Answer ALL the questions. Write your answers in the spaces provided.

Sunshine Holidays is a fictitious organisation.

1. Sunshine Holidays is a UK tour operator. Each year it recruits a number of resort representatives (reps) to work for the organisation overseas.

(a) Describe **three** skills and qualities needed by resort reps.

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Darcy Higgins has secured her first job as a resort representative with Sunshine Holidays. She is based on the island of Majorca. During her training it was highlighted that selling excursions would be a major part of her role.

The first stage of the selling process is to establish rapport with her clients.

(b) Describe **three** opportunities that Darcy would have to establish rapport with her clients.

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(c) Explain why it is important that Darcy establishes a good rapport with her clients as soon as they arrive in Majorca.

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(2)



Read the following letter from Darcy to her clients before answering Question 1(d).

Dear Guest

On behalf of Sunshine Holidays I would like to welcome you to the beautiful island of Majorca.

I hope your stay with us will be enjoyable and memorable.

My name is Darcy Higgins and I will be your representative during your stay with us. Please do not hesitate to contact me should you need any assistance or information.

I look forward to meeting you at the Welcome Meeting. I hope you will join me as I feel this is an ideal way for us to meet, and during this time I will give you some information about shops etc. plus some suggestions about places you may wish to visit here on the island.

Under normal circumstances you can contact me at the travel office during working hours.

In the unlikely event that you have to contact me in case of an emergency, please telephone me.

I look forward to meeting you and wish you a most enjoyable holiday.

**Yours sincerely
Darcy Higgins
Sunshine Holidays**



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2. Trojan Tours is a premier UK Coach Holiday Company. It has offices in Belfast, Newcastle, Manchester, Cardiff and London. It currently operates a programme of luxury weekend and short breaks to UK cities and exclusive country locations. Recently there has been a demand from existing customers for tours to include European destinations.

Trojan Tours has been planning its promotional activities for the next brochure.

Two of its marketing objectives are:

- to introduce four European destinations and achieve 25% of its sales from these
- to increase its proportion of customers in the 50+ age range from 40% to 50%.

(a) Explain why organisations should outline their marketing objectives before deciding on their promotional activities.

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(b) Explain how Trojan Tours can use promotion to achieve its objectives.

(i) To introduce four European destinations and achieve 25% of its sales from these.

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(ii) To increase its proportion of customers in the 50+ age range from 40% to 50%.

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Read the following extract before answering the question.

Table 1

Trojan Tours	
Age Groups	% of Customers
Under 16	15%
17–29	10%
30–39	10%
40–49	25%
50+	40%

- (c) Table 1 shows that Trojan Tours has segmented its market by age in order to target its promotional activities.

Analyse this data to plan the development of a new website for Trojan Tours.

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(d) Describe **two** other methods of market segmentation that Trojan Tours might use when segmenting its market.

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At the end of the holiday with Trojan Tours the coach driver hands out the following questionnaire to all clients.

Name:

Address:

Postcode:

DOB:

Tel No:

Date of tour:

Destination:

Coach Guide	Excellent	Fair	Poor
Helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Efficient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel			
Friendly Reception Staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard of Rooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for Money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments and Suggestions:

Thank you for taking the time to complete this questionnaire.



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(e) Assess how effective the questionnaire will be in assisting Trojan Tours in segmenting the market in order to plan promotional activities.

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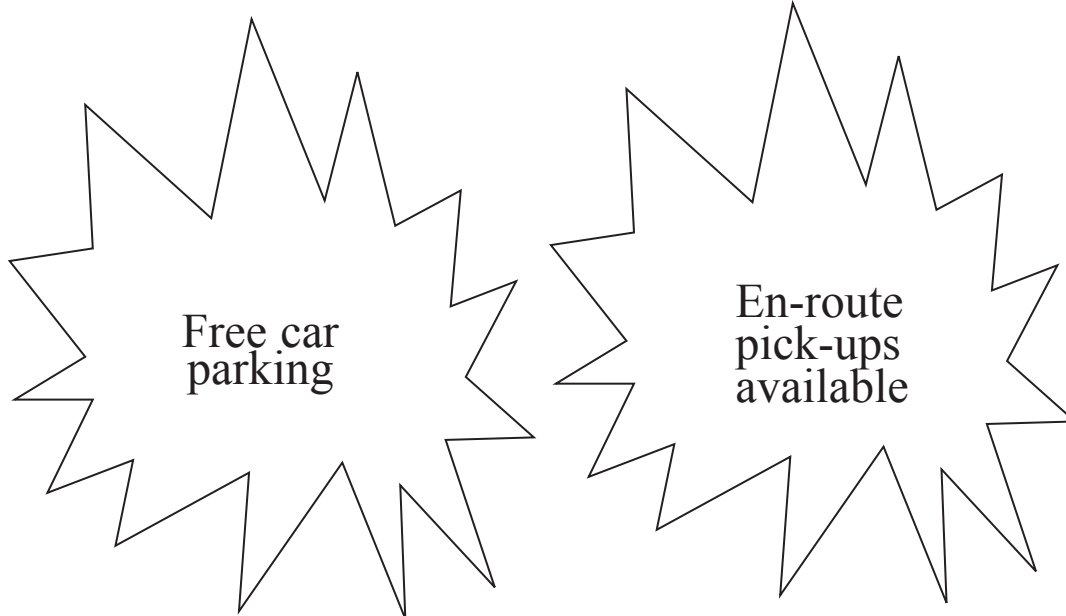
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Read the following promotional leaflet before answering Question 2(f).

TROJAN TOURS

WIN A SPECTACULAR WEEKEND FOR TWO IN ONE
OF OUR TOP UK DESTINATIONS!



***SPECIAL INTRODUCTORY WEEKEND RATES AVAILABLE ON
OUR NEW EUROPEAN CITIES –
3 nights any European city £200.00 per person***

BOOK A 7 DAY HOLIDAY TO ONE OF OUR NEW EUROPEAN DESTINATIONS

WIN A WEEKEND BREAK IN ANY OF OUR TOP UK CITIES!!

BOOK BEFORE 30TH JUNE 2008

www.trojan-tours.com

Tel: 010 352 22617410



(f) Using the information in the leaflet:

(i) complete this table which outlines the marketing mix for Trojan Tours. One example has already been provided.

Product Example 1 – Coach Holiday Example 2 – _____	Place Example 1 – City Centre Locations Example 2 – _____
Price Example 1 – Special introductory rates Example 2 _____	Promotion Example 1 – Web site Example 2 _____

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(ii) Look at the information on the leaflet. Assess this as an item of promotional material for Trojan Tours.

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The McCarthy Museum is a fictitious museum.

3. The McCarthy Museum is located in Belfast, in the centre of the university area. The museum was closed for two years to undergo a major redevelopment. It has reopened with a number of new exhibits and wonderful collections.

In its most recent promotional campaign, it has used the following promotional techniques:

1. Public Relations
2. Displays
3. Advertising

(a) Describe each of these techniques:

1. Public Relations

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2. Displays

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3. Advertising

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4. Describe one Travel and Tourism promotional campaign that you have researched.

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Q4

(Total 6 marks)

TOTAL FOR PAPER: 90 MARKS

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