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

This question is about the sales process and buyer behaviour.
There are a number of stages involved in the sales process.

Three of the stages are:

- outlining features and benefits
- overcoming objections
- after-sales service.

1. (a) Describe these **three** stages.

(i) Outlining features and benefits

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(2)

(ii) Overcoming objections

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(2)

(iii) After-sales service

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(2)



Use the following information to answer Question 1(b).

Reena, a travel clerk, served two different types of customer in the travel agency this morning.

The first customers were a family wanting to book an all-inclusive hotel on the Costa del Sol in Spain. It is the first time the parents will be taking their young daughters (aged 18 months and three years) abroad and they are nervous about what to expect.

The second customer was a woman aged 50 wanting to book a Caribbean cruise. The woman is used to travelling alone and has taken eight cruise holidays in the last five years.

(b) Identify and explain **one** skill/quality Reena could have used for each customer to effectively meet their needs. You must identify a **different** skill/quality for each customer and explain why it would have been effective.

(i) Family with young children

Skill/quality (1)

Explanation
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..... (2)

(ii) Woman wanting a cruise

Skill/quality (1)

Explanation
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..... (2)



Read the following information before answering Question 1(c).

Virgin Atlantic's New Upper Class Wing at Heathrow



Step 1:

After enjoying the comfort of your chauffeur driven car, check in at the Upper Class Wing or at our Upper Class Check In desks at the main terminal.



Step 2:

Breeze through Virgin Atlantic's Private Security Channel.



Step 3:

Relax and unwind in our award-winning Clubhouse.

Zone A Upper Class Check In

If you're making your own way to the airport, you can check in at our dedicated Upper Class Check In desks inside the main terminal.

Our dedicated priority lift will then take you straight through to our new Private Security Channel, meaning you'll be enjoying a cocktail in our Clubhouse within a short time of arriving at the airport.

Upper Class Suite Cabin on the plane

- **Sleep** - And stretch. At the touch of a button the seat flips over to become the biggest fully flat bed in business class. Every seat has aisle access so there's no stepping over your neighbour.
- **Work** - Every suite is fitted with laptop power access and a large table with plenty of room to spread out or have an informal meeting.
- **Play** - With a multi-directional 10.4 inch TV screen, you're in your own private cinema. With a huge choice of films, TV programmes and games.
- **Dine** - Order what you want when you want from our Freedom menu, or why not invite a fellow Upper Class passenger to join you for a drink or a snack.
- **Relax** - Put your feet up. Your soft leather seat reclines even for take off.



(Source: www.virgin-atlantic.com)



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Another customer that Reena serves is a man looking for a special 25th Wedding Anniversary holiday for himself and his wife. He wants to travel to China and Hong Kong and is looking for flights.

He wants:

- easy check in and security clearance at Heathrow Airport
- a luxury experience for his evening departure and overnight flight.

Reena thinks that two seats in Upper Class on Virgin Atlantic Airways might meet his needs.

(c) Identify **two** features of Upper Class that Reena can highlight to the customer to sell this flight experience. Explain how each feature would suit the couple.

Feature 1
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(1)

Explanation
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(2)

Feature 2
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(1)

Explanation
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(2)

(Total 18 marks)

Q1

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2. (a) Explain **one advantage** and **one disadvantage** of conducting secondary market research as opposed to primary market research.

Advantage

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(2)

Disadvantage

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(2)

Read the following information before answering Questions 2(b) and 2(c).

Melrose Animal Park

Melrose Animal Park is situated just off the M42 motorway about six miles from the city of Birmingham. The M6, M5 and M40 motorways are all nearby.

Tickets for the visitor attraction can be bought online or on arrival at the park. Prices remain the same throughout the opening season, which runs from 1 June to 30 September each year.

The visitor attraction specialises in breeding big cats, such as pumas, ocelots and jaguars, and has become well known for its success in these conservation efforts.

The park receives many enquiries from groups of people of all ages wanting to visit and learn more about these exotic animals.

Melrose Animal Park has a lot of land and several empty buildings. There is a hotel one mile down the road from the entrance.

The park advertises in a local paper. It also offers a loyalty scheme providing discounts to people visiting more than three times a season.

Melrose Animal Park has two main objectives for the coming year:

- extend the opening season
- increase the number of school groups coming to the park.



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(b) Explain how the 4 Ps listed below may work for or against Melrose Animal Park as it tries to achieve these objectives.

Place

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(3)

Price

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(3)

Product

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(3)

Promotion

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(3)



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(c) Melrose Animal Park wants to develop its promotional activities to help achieve its objective of increasing the number of school groups coming to the park.

Suggest **two** promotional techniques and/or promotional materials the park might use. Justify your suggestions.

Suggestion 1

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(1)

Justification

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(2)

Suggestion 2

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(1)

Justification

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(2)

(Total 22 marks)

Q2



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Use the following information to answer Question 3.

Jetaway Tours

Jetaway Tours specialises in family package holidays to Spain, Portugal and Turkey. Customers can travel by plane or train and stay in a range of different types of accommodation including self-catering apartments and all-inclusive hotels.

The all-inclusive hotel price includes all food, drinks and activities both sporting and social.

Over the last couple of years in the UK there has been a ‘credit crunch’ and the economy stopped growing. ‘Economic factors’ are likely to affect the promotional activities of businesses.

3. (a) Suggest and describe **two** promotional activities Jetaway Tours could use in a ‘credit crunch’. **Justify** your suggestions.

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(4)

2

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(4)



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(b) Another key factor in the business environment likely to affect promotional activities is technology.

Describe **two** ways technology has helped the development of promotional activities for travel organisations in the last 15 years.

1

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2

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(4)

Q3

(Total 12 marks)

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4. (a) Describe each of the following promotional techniques.

Sponsorship

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(2)

Sales promotions

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(2)

Public relations

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(2)



Hotels offer a range of services to meet the needs of a variety of customers.

Use the following extract on the Ickworth Hotel in Suffolk to answer Questions 4(b) and 4(c).

‘This luxury hotel has very grand surroundings with 1800 acres of National Trust park land. Facilities include an OFSTED registered nursery with qualified nannies, a nature trail, swimming pool, tennis courts and children’s High Tea served at 5.00 p.m.

The rooms range from standard doubles and suites to interconnecting rooms for families. The cuisine in the restaurant is of a very high standard. There is a spa specialising in maternity and post pregnancy treatments.’
(Source: adapted from www.ickworthhotel.co.uk)

(b) Choose the **main** target market you think will be attracted to the Ickworth Hotel. Explain why you think this particular target market will be attracted to the hotel.

Target market (1)

Explanation (3)

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(c) (i) Suggest an item of promotional material that would be suitable for the target market you have selected in 4(b).

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(1)

(ii) Explain why your promotional material would be effective for the chosen target market.

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(3)

(iii) In the space provided on page 15, produce/script your item of promotional material. Use the information from the extract and add other information you think important.

You should consider:

- your target market (4 marks)
- appropriate information (4 marks)
- presentation. (4 marks)





<p><i>Produce/script your promotional material here</i></p>	Leave blank
(12)	Q4
(Total 26 marks)	



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5. (a) Describe **one** promotional campaign undertaken by a travel and tourism organisation you have studied. You should include:

- promotional techniques used during the campaign
- promotional materials used during the campaign
- where and when the promotional materials were used during the campaign.

Chosen promotional campaign

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Promotional techniques used

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(2)

Promotional materials used

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(2)

Where and when the promotional materials were used

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(2)





(b) Assess the effectiveness of the promotional campaign you have described in 5(a).

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Q5

(Total 12 marks)

TOTAL FOR PAPER: 90 MARKS

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