

**ADVANCED GCE
 APPLIED TRAVEL AND TOURISM**

Unit 15: Marketing in Travel and Tourism

WEDNESDAY 18 JUNE 2008

G734

Afternoon
 Time: 2 hours

Candidates answer on the question paper

Additional materials (enclosed): Clean copy Case Study

Additional materials (required):
 None



Candidate Forename

Candidate Surname

Centre Number

Candidate Number

INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or 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.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined pages at the back of this booklet. Answers on these pages **must** be clearly numbered.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.

FOR EXAMINER'S USE	
1	
2	
3	
TOTAL	

This document consists of **10** printed pages and **2** lined pages.

1 (a) Explain the term 'market segmentation'.

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.....
.....
..... [2]

(b) Name **two** types of customer group which Vitalise currently targets.

1.
2. [2]

(c) Explain **one** benefit **to customers** of Vitalise conforming to the European Union (EU) Directive on Package Travel.

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.....
..... [2]

(d) Explain the term 'market research'.

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..... [2]

2 (a) **Two** elements of the marketing mix are product and place. Name the other **two** elements.

1.

2.[2]

(b) Describe the **product** and **place** elements of Vitalise's marketing mix.

Product:

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Place:

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.....[6]

