

ADVANCED GCE G734

APPLIED TRAVEL AND TOURISM

Unit 15: Marketing in Travel and Tourism

WEDNESDAY 18 JUNE 2008

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.

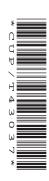
INFORMATION FOR CANDIDATES

- 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 EXAM	NER'S USE
1	
2	
3	
TOTAL	

This document consists of 10 printed pages and 2 lined page	This	document	consists of	10	printed	pages	and 2	lined	page
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(a)	Explain the term 'market segmentation'.
	[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.
	[2]
(d)	Explain the term 'market research'.
	[2]

(e)	Using examples, evaluate the benefits to travel and tourism organisations such as Vitalise of conducting primary market research.
	[12]

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:
		Place:
		[6]

	Draw and label a product life cycle diagram.	[
(ii)	State at which stage of the product life cycle you would place Vitalise. Justif	v the reaso
(ii)	State at which stage of the product life cycle you would place Vitalise. Justif for your choice.	
(ii)	State at which stage of the product life cycle you would place Vitalise. Justif for your choice. Stage:	
(ii)	for your choice.	

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(d)	Vitalise will analyse external influences on its marketing environment using a PEST analysis.
	Vitalise is a registered charity. Assess how political, economic, social and technological factors can affect the running of a voluntary organisation such as Vitalise.
	101

	an organisation such as Vitalise of re-branding.	
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[Total: 44]

Fig. 6c shows a Vitalise press release covering a 10k fundraising event.

(a)	Suggest three guidelines for the production of a press release.
	1
	2
	3
	[3]
(b)	Other than writing press releases, evaluate the benefits to Vitalise of employing a public relations officer.

3

(c)	Brochures are one of the most important promotional media for a travel and tourism organisation.
	Evaluate other forms of advertising which would be appropriate for Vitalise.
	140

i	Assess the advantages and disadvantages to a travel and tourism organisation of advertis in the Vitalise magazine.
•	
•	
•	
	[

If you use these lined pages you must write the question number next to your answer.		
	•••••	

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