

**ADVANCED GCE  
APPLIED TRAVEL AND TOURISM**

**G734**

Unit 15: Marketing in Travel and Tourism

Candidates answer on the question paper

**OCR Supplied Materials:**

- Clean copy Case Study

**Other Materials Required:**  
None

**Monday 26 January 2009  
Morning**

**Duration: 2 hours**



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Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use 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.

**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**.
- This document consists of **16** pages. Any blank pages are indicated.

Examiner's Use Only:			
1		3	
2			
<b>Total</b>			

1 (a) Explain each of the following terms:

- brand leader;

.....  
.....  
.....  
.....

- brand extension.

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.....

[4]

(b) Identify the **two** main target markets for easyJet.

1. ....

2. .... [2]

(c) Explain **four** benefits to easyJet of having a strong brand.

1. ....

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2. ....

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3. ....

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3 (a) Explain **two** reasons why travel and tourism organisations such as easyJet carry out market research.

1. ....  
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2. ....  
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..... [4]

(b) Explain how the role of the Independent Television Commission (ITC) differs from that of the Advertising Standards Authority (ASA).

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..... [4]









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