

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
Marketing in Travel and Tourism

G734



Candidates answer on the Question Paper

OCR Supplied Materials:
• Clean copy Case Study

Other Materials Required:
None

Monday 25 January 2010
Morning

Duration: 2 hours



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 is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.

Virgin Atlantic uses a wide range of marketing techniques.

- 1 (a)** Explain what is meant by an 'above the line' campaign.

[2]

[2]

- (b)** Give **two** examples of direct marketing.

1.

2. [2]

- (c) Assess the benefits to organisations such as Virgin Atlantic of using a direct marketing campaign.

[9]

[9]

- (d) Virgin Atlantic undertakes joint marketing activities with travel agencies.

Assess the advantages of joint marketing activities for both Virgin Atlantic and travel agencies.

. [12]

[Total: 25]

- 2 (a) Explain what is meant by a 'familiarisation' trip.

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[2]

- (b) Explain **one** benefit to Virgin Atlantic of winning a tourism award.

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[2]

- (c) Discuss the possible benefits to Virgin Atlantic of sponsoring music and sporting events.

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[9]

[9]

- (d) Virgin Atlantic has identified other major carriers as competitors within the industry.

Evaluate the pricing strategies that would be appropriate for Virgin Atlantic.

[12]

. [12]

[Total: 25]

- 3 (a)** Explain what is meant by a ‘target market’.

[2]

[2]

- (b)** Identify **two** target markets for Virgin Atlantic.

1.

2. [2]

[2]

- (c) Discuss the benefits to Virgin Atlantic of classifying customers by market segmentation.

- (d) Evaluate the advantages and disadvantages to Virgin Atlantic of using TV, national press and outdoor posters as promotional marketing techniques.

. [12]

[Total: 25]

- 4 (a)** Explain **one** purpose of branding.

[2]

[2]

- (b)** Identify **two** ways in which Virgin Atlantic reinforces its brand identity.

1.

2. [2]

[2]

- (c) Assess the benefits to Virgin Atlantic of participating in industry-wide surveys.

[9]

(d)* Evaluate the strengths of and the threats to the Virgin Atlantic product.

[12]

. [12]

[Total: 25]

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