

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



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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 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.

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