

**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

**Tuesday 22 June 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. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

**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.











(c) The Lowry has a marketing plan.

State and explain **two** items, other than the marketing audit, which you would expect The Lowry to include in its current marketing plan.

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

(d) The Lowry is part of the Salford Quays regeneration scheme.

Evaluate the Lowry's external marketing environment.

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4 (a) Identify the **product** and **place** elements of The Lowry's marketing mix.

Product: .....

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Place: .....

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..... [2]

(b) Using the 'Attention, Interest, Desire, Action' (AIDA) principle, evaluate the effectiveness of the advertisement in **Fig. 1**.

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..... [9]

(c) A face-to-face questionnaire is an example of primary market research.

Name **two** other examples of primary market research appropriate for The Lowry.

- 1. ....
- 2. .... [2]

(d)\* Discuss why organisations such as The Lowry conduct primary market research.

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