

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.

- 1 (a) Explain **two** benefits to The Lowry of having in-house press officers.

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2.

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- (b) Identify **three** benefits to companies of sponsoring The Lowry.

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[3]

- (c) Entrance to The Lowry is free (apart from guided tours).

Explain **two** reasons why organisations such as The Lowry might introduce a variable pricing strategy.

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[6]

- (d) Discuss the benefits to The Lowry of offering 'Quay Club Corporate Membership' packages.

[12]

[Total: 25]

- 2 (a) Identify **three** features of a ‘marketing audit’.

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- (b) Justify how a SWOT analysis could assist The Lowry to complete a marketing audit.

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- (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.

1.

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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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- 3 (a) Identify **three** customer groups currently targeted by The Lowry.

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2.
3. [3]

- (b) Explain **two** ways in which the ASA (Advertising Standards Authority) controls all forms of advertising in the UK.

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- (c) Assess the advantages and disadvantages of local cinema advertising to organisations such as The Lowry.

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- (d) Justify **one** type of advertising, other than local cinema advertising, which The Lowry might use in order to increase its market share.

Type of advertising:

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[6]

[Total: 25]

- 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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[12]

[Total: 25]

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