

Monday 18 June 2012 – Afternoon

A2 GCE APPLIED TRAVEL AND TOURISM

G734/01 Marketing in Travel and Tourism

Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

None

Duration: 2 hours



Candidate forename		Candidate surname	
-----------------------	--	----------------------	--

Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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).
- Do **not** write in the bar codes.

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) Wightlink advertising is subject to the same standards as all other advertising in the United Kingdom (UK).

Explain **two** ways in which the ASA (Advertising Standards Authority) influences advertising in the UK.

1:

.....

.....

.....

.....

.....

2:

.....

.....

.....

.....

.....

..... [4]

2 (a) Explain **two** likely benefits to its customers of Wightlink working in partnership with South West Trains, Southern Vectis and Island Line.

1:

.....

.....

.....

.....

.....

.....

2:

.....

.....

.....

.....

.....

.....

..... [4]

(b) Discuss the possible benefits to Wightlink of sponsoring events on the IOW.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(c) Explain **three** reasons why promotion is an important tool for a travel and tourism product such as Wightlink ferries.

1:

.....

.....

.....

.....

.....

.....

.....

.....

.....

2:

.....

.....

.....

.....

.....

.....

.....

.....

.....

3:

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

