

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	
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Centre number						Candidate number			
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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.

- 1 (a) Identify **three** customer types who travel on Wightlink ferries.

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3: [3]

- (b) Discuss the benefits to both Wightlink **and** its customers of offering a range of fares.

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[12]

- (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.

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- (d) Explain **two** ways in which the European Union (EU) Directive on Package Travel will apply to coach holidays to the Isle of Wight (IOW).

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[Total: 25]

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

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

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- (c) Assess the advantages and disadvantages to IOW travel and tourism organisations of advertising onboard Wightlink ferries.

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[Total: 25]

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- 3 (a) Explain **two** benefits to Wightlink of using 'market segmentation'.

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- (b) User Research conducts surveys on behalf of OnboardTV. It is committed to researching the impact of Wightlink TV (WLTV) advertising by canvassing public opinion.

Evaluate the effectiveness of mystery shoppers **and** on-line surveys as research techniques when Onboard TV is assessing the impact of WLTV.

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

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[Total: 25]

- 4 (a) Explain **two** aspects of 'place' within Wightlink's marketing mix.

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- (b) (i) Explain what is meant by the term 'product life cycle'.

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- (ii) State at which stage of the product life cycle you would place Wightlink. Justify your choice.

Stage:

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- (c)* Assess how political, economic, social **and** technological factors can affect the successful operation of Wightlink.
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[Total: 25]

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